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high-end brands, models, technology and design



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*“The Ref. 6002 redefines
the term Grande Complication” - page 34 -*

Volume 8 – issue 27, 2013 – £6,99



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00/24 European Watch of the Year 2013: vote for your favourite watch • Girard-Perregaux' innovative
Constant Escapement • Jasmine Audemars interview • Ressence Type 3 explained



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Thierry Stern
President, Patek Philippe



Patek Philippe Seal



Patek Philippe Caliber 315, self winding movement.



Ingenieur Chronograph Racer. Ref. 3785:

In fact, well-being is the last thing you'd think of on the "Ardennes rollercoaster", with its sweeping dips, rapid ascents and frequent bends. When you're hurtling around the Spa Francorchamps circuit, conventional technology falls short. The Ingenieur Chronograph Racer is equipped with one of the most efficient chronograph movements ever made by IWC, the 89361 calibre. It features a combined hour and minute counter in a single totalizer at 12 o'clock, while times up to 60 seconds are recorded by the central stopwatch hand. Used in conjunction with the tachymeter

scale on the bezel, it enables the wearer to calculate his average speed over a measured distance of 1,000 metres. Press the flyback button and the hand instantly starts recording a new time from zero, which is next to the red 60 in the chapter ring. The design was inspired by the display of digital control lights on the steering wheel of a MERCEDES AMG PETRONAS Formula 1™ Team car. In addition to this, the back of the Ingenieur Chronograph Racer is adorned with an engraving of a FORMULA 1 car. This watch belongs out on the circuit. Then again, how would you define Spa?

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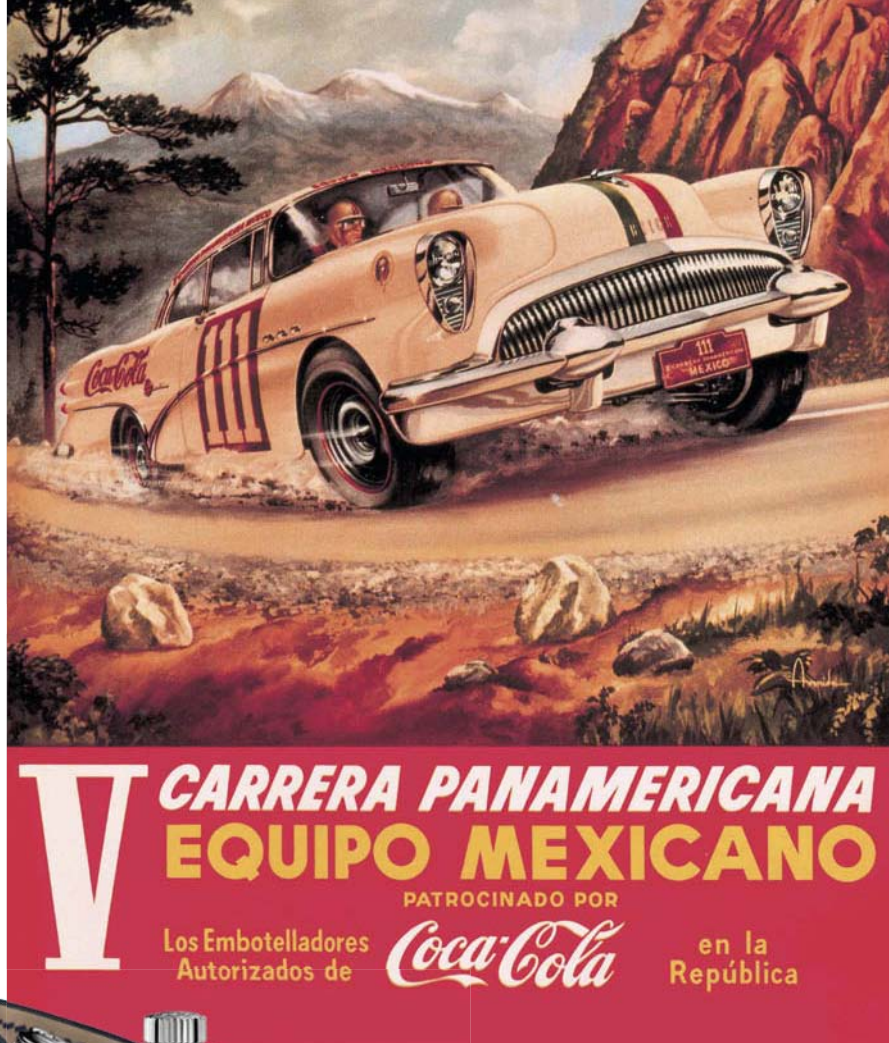
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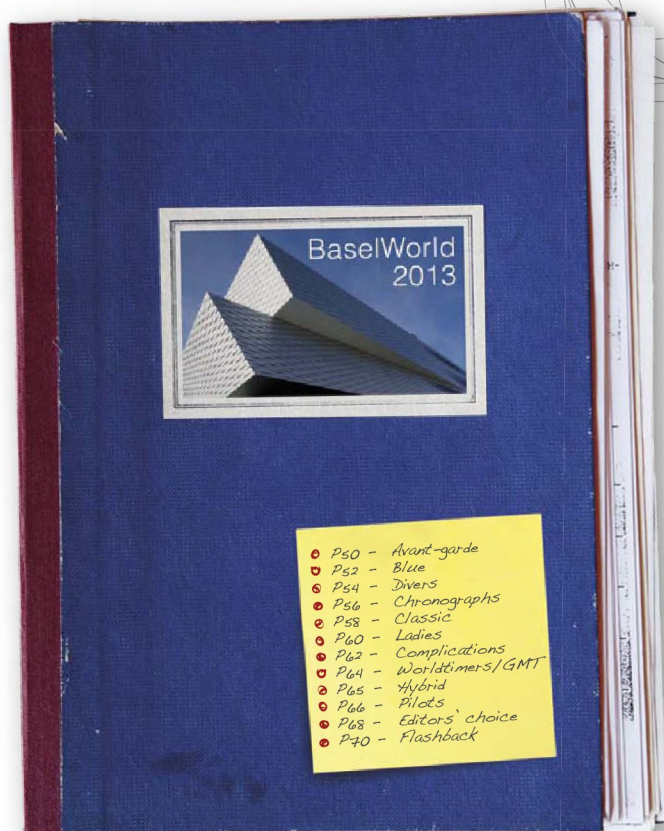
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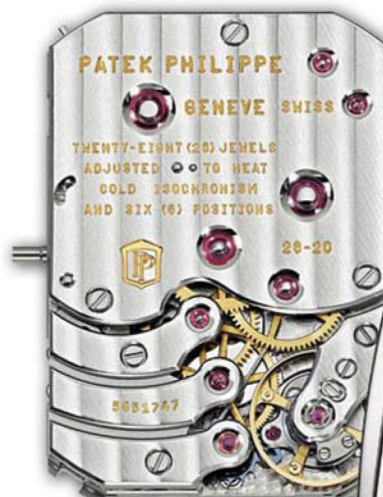
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*BaselWorld Special
on page 49*

Timothy Barber, UK editor



Can Switzerland play it smart?

The talk at the moment in the mainstream media is of Smart Watches. For the Swiss industry, the imminently arriving Smartphone/watch crossover is like a nebulous, shady attacking force advancing through the mist – we don't know what form it'll take, how effective it'll be or how sizeable its ranks; we just know it's out there and it's coming our way. In fact a few advanced units have already reached us, courtesy of start-ups like Pebble and MetaWatch, while Sony is the first of the bigger players to break ranks. But it's when the likes of Apple, Samsung and Google unleash their products – and all the signs and

expectations are that they will – that the onslaught will really begin.

A bit dramatic perhaps, but the threat is real. Watches with digital communications technology, that connect you with online media and offer countless other functions, will affect the high-end watch industry if younger people grow up expecting their wrists to be vital to their digital lifestyles. How could a mechanical timepiece compete with Twitter?

At least we have two wrists – per-

haps that's how we'll manage this.

At Basel this year there were plenty of splendid watches, as you'll see over the following pages, from an industry re-adjusting to the Chinese slowdown. We saw strong collections, consolidation, little that was seriously outlandish but plenty that impressed. It was a good Basel. Prices, however, keep flying up. And I can't help feeling that the more they do, and the more distant an aspiration a "proper" watch becomes for mainstream buyers, the wider the door is opening for those who have other ideas altogether for our wrists.



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Cover

Patek Philippe Sky Moon Tourbillon 6002G

Read more about it on page 34.



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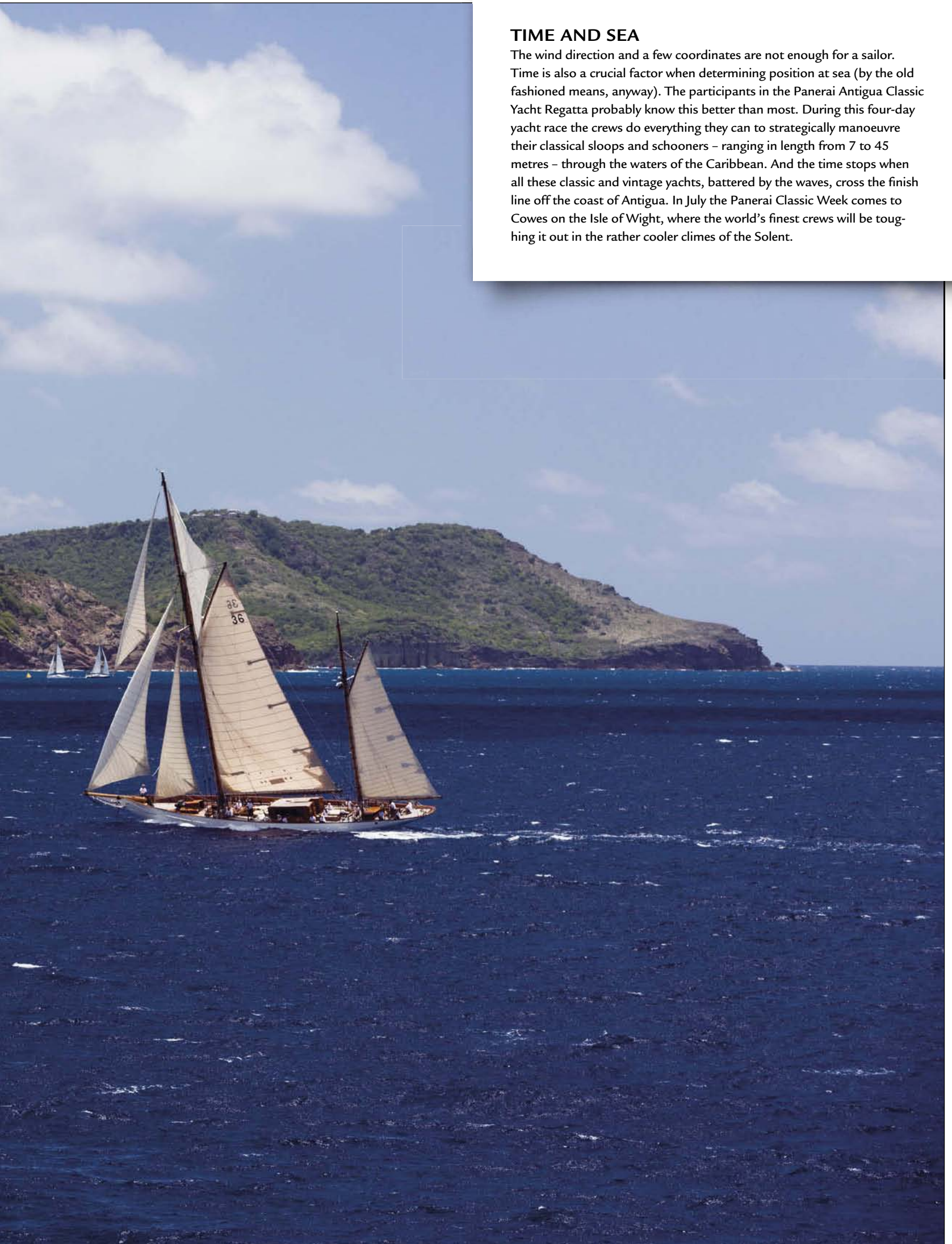


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TIME AND SEA

The wind direction and a few coordinates are not enough for a sailor. Time is also a crucial factor when determining position at sea (by the old fashioned means, anyway). The participants in the Panerai Antigua Classic Yacht Regatta probably know this better than most. During this four-day yacht race the crews do everything they can to strategically manoeuvre their classical sloops and schooners – ranging in length from 7 to 45 metres – through the waters of the Caribbean. And the time stops when all these classic and vintage yachts, battered by the waves, cross the finish line off the coast of Antigua. In July the Panerai Classic Week comes to Cowes on the Isle of Wight, where the world's finest crews will be toughing it out in the rather cooler climes of the Solent.



THE MOST BEAUTIFUL RACE in the world



In May, 410 cars set off once again from Brescia in northern Italy for what must be the world's most glamorous motor rally. The Mille Miglia, sponsored as ever by Chopard, sees vintage cars covering 1,000 miles from Brescia down to Rome and back again, recreating the route of the one-time fearfully dangerous race, which ran from 1927 to 1957. At the head of the pack was Chopard Co-President and avid car collector Karl-Friedrich Scheufele in his Ferrari 750 Monza, with his wife Christine as co-driver. And as tradition goes, 'KFS' unveiled the new Mille Miglia watch, a particularly handsome GMT chronograph in steel or rose gold. www.chopard.com

CONGRATULATIONS!

Watch companies love celebrating a birthday. Some of them are big news and worth marking – it would be hard to deny the significance, for instance, of the fiftieth anniversary of the first Rolex Daytona and Heuer Carrera, which we've written about on pages 38; or indeed the 30th birthday of Swatch, the cheap watch that helped save the industry. Others are less of a big deal, but still a good excuse for re-editions and events to interest watch lovers. Here's a list of this year's anniversaries.

275 years Jaquet Droz
180 years Jaeger-LeCoultre
160 years Louis Moinet
160 years Tissot
130 years Alpina
125 years Certina
100 years Fortis
100 years Seiko watchmaking
60 years Blancpain Fifty Fathoms
50 years TAG Heuer Carrera
50 years Rolex Daytona
30 years Swatch
20 years Chopard Happy Sport



MEISTERSINGER celebrates the Queen's coronation

MeisterSinger, the German single-hand specialist and holder of a 00/24 European Watch of the Year Award 2012 for its Perigraph Anthracite, has stepped momentarily in a rather more florid direction with a limited edition specially for the British market. The watch recreates the single-hand dial of the clock in the north west tower of Westminster Abbey, one of London's greatest landmarks and the home of the Queen's coronation 60 years ago this year. The clock was installed by clockmaker John Seddon in 1738, at a time when some such clocks still did carry only an hour hand (as most had historically been to that point). The purple and gold design on a dark background is sometimes attributed to the great architect Nicholas Hawksmoor. The watch, with a manual winding Unitas 6498-1 movement, has been created to celebrate the Queen's 1953 coronation, and has been priced accordingly at (a relatively reasonable) £1,953. Just 60 pieces are being made, some of which will even be available alongside the postcards and key rings in a special display in the Abbey's gift shop. www.meistersinger.net

RESSENCE'S TYPE 3 explained



Convex sapphire "bubble" containing dial and complications module, filled with oil.

Rotating dial with large minute indication.

Peripheral date indication

Clockwise: rotating hour, seconds and day discs orbit within the dial, so that the face of the watch is constantly changing.

Two years ago Benoît Mintiens, a Belgian industrial designer, unveiled his Ressence SeriesOne, an extraordinary watch that did away with traditional hands, instead using rotating discs (with hand markings) sitting in a dial that itself rotated. His new model, the Type 3, takes his obsession with flatness further still. The dial now sits in a sapphire bubble filled with transparent oil with refractive properties creating the illusion that the dial and crystal are of a piece. The movement, meanwhile, is completely separated beneath a titanium membrane, with magnets guiding the dial progressions through the titanium. www.ressence.eu



Convex sapphire case-back rotates in place of crown, for setting (clockwise) and winding or setting the date (counterclockwise).

Movement (modified ETA 2824-2) sits in separate, sealed chamber; magnets dictate dial rotations through a central titanium plate.



VACHERON gets into the spirit of the Seventies

Vacheron Constantin surprised everyone by showing no men's watches at SIHH in January; it then surprised us all again when, only a few weeks later, it unveiled one of the most charismatic men's watches of 2013. The 1972 Prestige is a recreation of the asymmetrical piece that was the long-standing inspiration for the 1972 collection (now mostly diamond-encrusted ladies' pieces). Containing the maison's ultra-thin calibre 1003 – still the world's thinnest manual-winding movement, first introduced in 1955 – and bearing the Hallmark of Geneva, it is the same size as the original. Like that watch, it also bears the coat of arms of the Diplôme du Prestige de la France, an award bestowed upon Vacheron by the Comité de France cultural body in 1972. On top of that, the herringbone dial pattern and curved case that fits snugly to the wrist elevate this from esoteric curio to suave magnificence. In London it will be exclusively available at Vacheron's brand new Bond Street boutique, opening this summer. www.vacheron-constantin.com

AK47 watches

Hats off to US entrepreneur Peter Thum, the power behind an audacious new haute horlogerie timepiece that also carries serious philanthropic clout. His company, Fonderie 47, turns metal from AK47 assault rifles into jewellery, accessories and now an impressive flying tourbillon watch, the Inversion Principle. A three-minute central flying tourbillon with instantaneous jumping hours, retrograde minutes and quick-set pusher, it's a piece with considerable horological firepower, put together by Jaeger-LeCoultre's former Hybris Mechanica watchmaking big shot, David Candaux. Revenues from the sale of each watch will be used to fund the destruction of one thousand assault weapons in Africa. Ten watches are being made in white gold and ten in red gold. www.fonderie47.com



LOUIS MOINET rewrites the history books

It is arguably the most significant historical revelation for horology in decades. A chronograph has been discovered that turns out to predate the previous "first chronograph", invented by Nicolas Rieussec in 1822, by several years. The uncovered device was made by Louis Moinet in 1816, according to its case markings. Rieussec's instrument, which marked ink on rotating discs to measure elapsed time in horse races, can at least claim to have given us the word "chronograph" – from the Greek-derived words "chrono" (time) and "graph" (write).

Far beyond its time

What makes this a truly astounding discovery is the advanced watchmaking employed, enabling timing to fractions of 1/60th of a second. That's thanks to a movement beating at a super-high frequency of 30Hz (216,000 vibrations per hour) – an extraordinary feat not repeated for a century. This enables a central



hand to rocket around the dial once a second – people who have seen modern-day high frequency pieces like TAG Heuer's Mikrograph 1/100th of a second will recognise the effect – while smaller registers measure seconds,

minutes and hours (the latter on a 24-hour dial). If that's not enough, the mechanism also has a reset-to-zero pusher, another invention far, far ahead of its time.

Bought at auction

The device came to light as it came up at auction at Christie's last year, when Jean-Marie Schaller, CEO of the modern Louis Moinet watch brand, bought it for CHF 62,000 (over an estimate of CHF 5,000!). It has since been verified by watch historians including those of the Musée International d'Horlogerie in Le Locle. In a letter to Schaller, they stated that the device is of "remarkable workmanship and innovative for its era. The start, stop and zero functions controlled by two buttons define this object as a chronograph, in today's professional understanding of the term, despite the fact that... the term "chronograph" only came into use several years later as a name for such instruments."

WATCHES with big date display, for added calendar charisma.



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Which brands win ONLINE?

The latest watch company to re-launch its web-site – and in the process go from having one of the worst online presences to one of the best – is Zenith (www.zenith-watches.com). The new site is beautiful to look at, easy to navigate and chock full of information on one of the great Swiss watch companies. Which got us thinking: in 2013, which watch brands have the best web-sites, and which find themselves in the online Hall of Shame?

IWC

Full of information, fabulous imagery, crisp design and even including a public forum for IWC devotees, this has set the bar for the past two years.
www.iwc.com

The best

Ochs und Junior

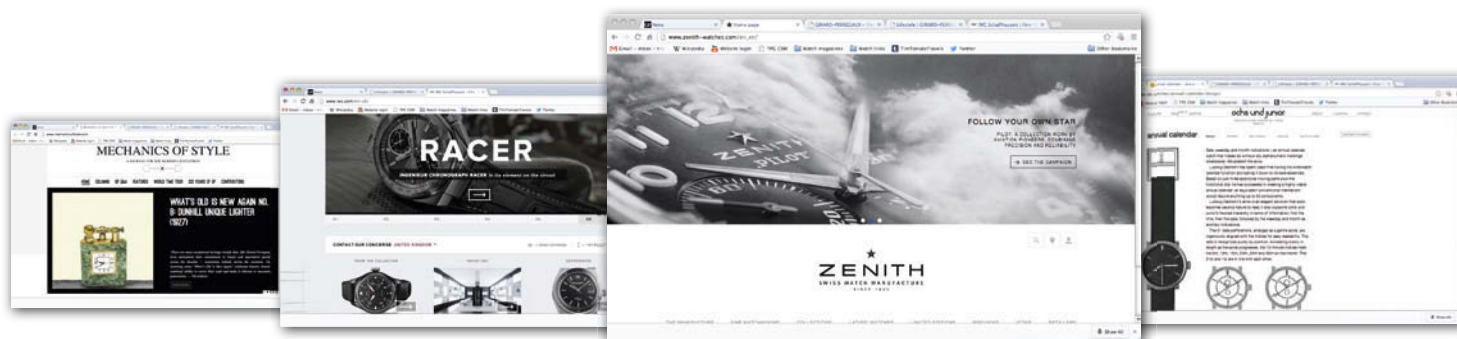
Modern, fun, minimalist and brilliant, much like Dr Ludwig Oechslin's watches for the little Lucerne-based brand.
www.ochsundjunior.ch

Girard-Perregaux

Its main site is fine, but its Mechanics of Style, its suave online men's magazine, that earns Girard-Perregaux points for forward thinking.
www.mechanicsofstyle.com

The worst

Tiny pictures, impossible to navigate, overuse of Flash in lieu of useful information, passé design – the following need to improve: **Cartier**, **Corum**, **Montblanc** and **Breguet**. But for a brand so steeped in design cool, **Mondaine** takes the wooden spoon.



Two sublime additions to the IWC PORTUGUESE LINE

IWC Portuguese Chronograph Classic

IWC may have declared 2013 the year of the Ingenieur, but it had a couple of surprises up its sleeve for the Portuguese collection too. The first new addition is the Portuguese Chronograph Classic, a piece many aficionados have been waiting for, in that it finally puts an IWC in-house movement in the flagship chronograph of the range. Powered by IWC calibre 89361 – currently seen in the Portuguese Yacht Club Chronograph and last year's limited edition, the Pilot's Watch Chronograph Edition Antoine de Saint Exupéry – it's a gorgeous flyback engine with a chrono subdial at 12 o'clock showing both minutes and hours, with running seconds and a central chronograph seconds. The second addition is a Portuguese Tourbillon Hand-Wound for those who love high complications. Both watches also feature extremely fetching straps from Italian leather specialist, House of Santoni. www.iwc.com

IWC Portuguese Tourbillon Hand-Wound

EBEL 100

With a new strategy focused particularly on its strengths in women's watches, Ebel shows that there's still variety and interest to be found on the female side away from precious stones and metals. The new Ebel 100 – hitherto a men's line – takes things to the dark side, with a black PVD steel case and black mesh bracelet. Set against this all-black background are hour indications and date numerals in starkly contrasting colours. The emerald green one seems a particularly striking option for women with an eye for luxury, fashion and sleek style.
www.ebel.com





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An **upright clock** is a true curiosity – particularly one from the 17th century with beautiful carvings, an impressive sound, a special movement and gold leaf decorations. One of these antique clocks was the source of inspiration for a Dutch designer, Reinoud Wolff. Wolff's creations are sold under the distinctly esoteric name **CLOGGY & CLOCKS** and the concept behind his **contemporary** clock is this: "People are too rushed; they spend too much time listening to the **external clock** instead of to their own **internal clock** and rhythm. Cloggy & Clocks helps make people aware of this by symbolically positioning the internal clock on the inside of the clock in the form of an **altar** that people can set up the way they want to. The idea is that every now and then we have to stop and contemplate the **things that matter**." There are three different lines: Cloggy Original (white), Colour Your Life (black, blue, red and orange) and Time Totems (unique designs, limited edition). Dimension is: 220cm high x 25cm deep x 44cm wide. ■



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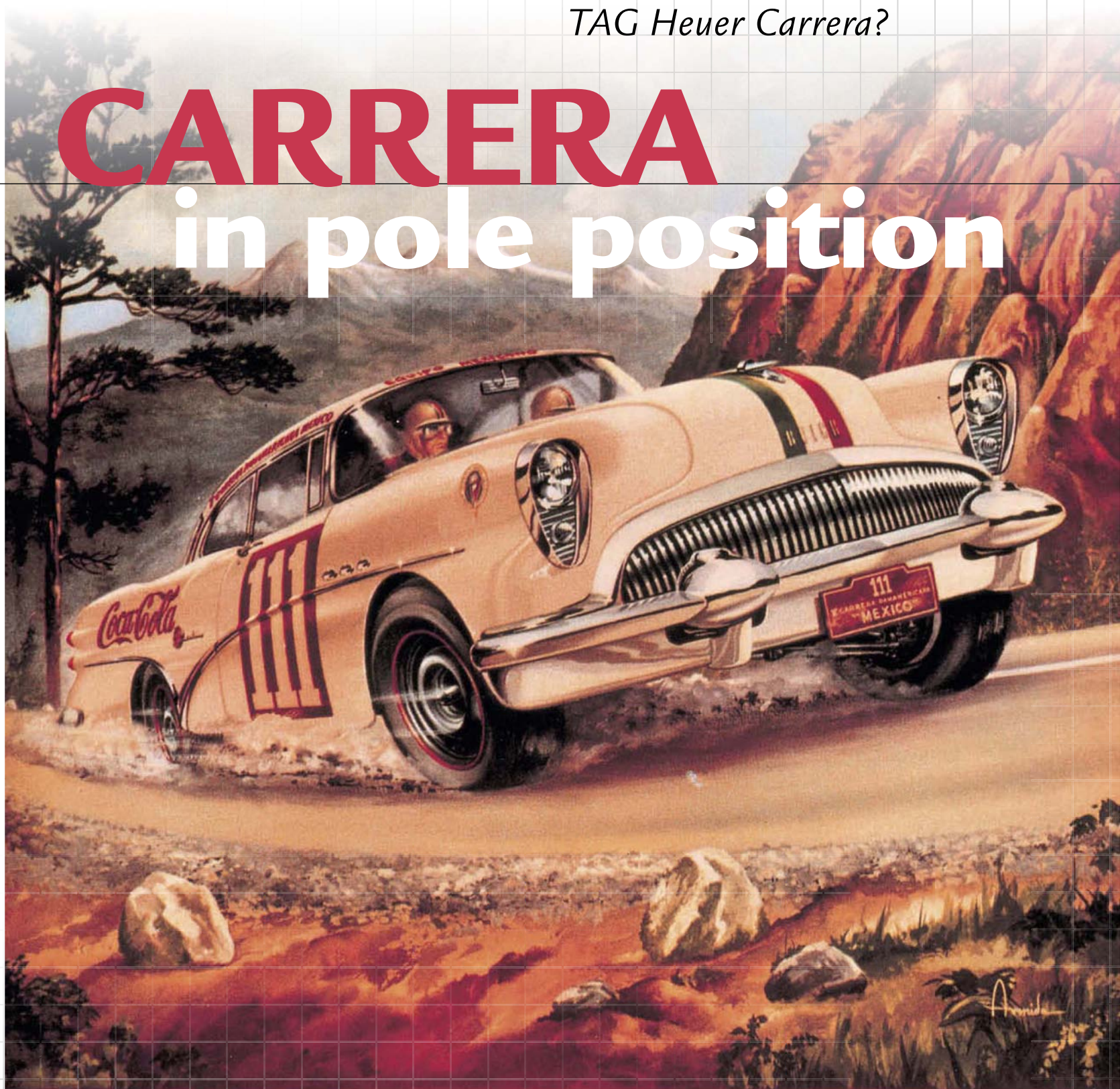
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*What is the most popular
TAG Heuer Carrera?*

CARRERA in pole position



V CARRERA PANAMERICANA
EQUIPO MEXICANO
PATROCINADO POR
Los Embotelladores Autorizados de *Coca-Cola* **en la República**



TAG Heuer Carrera Calibre 16 Day Date Automatic Chronograph CV2A10.BA0796
43mm, steel case, black dial, steel bracelet

- 1st in the Netherlands and Belgium
- 4th in the UK
- 8th in Scandinavia

TOP 5 TAG HEUER CARRERA'S



TAG Heuer Carrera Calibre 16 Day Date Automatic Chronograph CV2A10.FC6235
43mm, steel case, black dial, leather strap

- 1st in Scandinavia
- 2nd in the Netherlands
- 5th in the UK
- 6th in Belgium



TAG Heuer Carrera Calibre 16 Automatic Chronograph CV2014.FT6014
41mm, steel case, black dial, rubber strap

- 2nd in Scandinavia
- 3rd in Belgium
- 4th in the Netherlands
- 8th in the UK



TAG Heuer Grand Carrera Calibre 17 RS2 Automatic Chronograph CAV518B.FC6237
43mm, black PVD titanium, black dial, leather strap

- 2nd in Belgium
- 3rd in the UK
- 6th in the Netherlands and Scandinavia



TAG Heuer Carrera Calibre 16 Automatic Chronograph CV2014.BA0794
41mm, steel case, black dial, steel bracelet

- 3rd in Scandinavia
- 5th in the Netherlands and Belgium
- 9th in the UK

This year it is five decades ago that Jack Heuer presented his Carrera to the public. The sporty model has grown into an absolute watch icon. Thanks to Chronolytics we can see which reference of the Carrera chronograph is in the lead in the race for the search results in four different watch markets today.

The Chrono24.com website has nearly 120,000 watches for sale at all times and the site gets an astounding 40 million visits from people looking for all types and brands of watches. High-tech data analysis makes it possible to compile preference lists for different watch markets. Over a period of three months around 2.5 million unique visitors are monitored to see which watches for sale in the United Kingdom, the Netherlands, Belgium and the four Scandinavian countries Denmark, Norway, Sweden and Finland are viewed on Chrono24.com. Chronolytics conducts its analysis on the basis of IP addresses, among other things, and at the request of oo/24 Watch-World they conducted an analysis for the (TAG) Heuer Carrera on Chrono24.com.

First place twice

The Carrera oozes nostalgia, but vintage watches are not a priority for visitors of Chrono24.com. The first two places of the top 20 for all four markets combined are held by what is really one and the same watch. The Carrera Calibre 16 Day Date is available with a steel bracelet or leather strap and these two versions take up first and second place. Both are brand-new models costing around £2,500 and part of the current TAG Heuer collection. At heart the Calibre 16 is actually a Valjoux 7750 movement and therefore a bit of a dinosaur. A nearly-extinct type, because the Calibre 1887 manufacture movement is slowly but

surely replacing all the other chronograph movements the brand uses.

The third and fifth places occupied by two other, accessible and quite traditional chronographs are not unexpected, but the fourth place for the modernistic, much more exclusive Grand Carrera in black PVD titanium is. The design is inspired by the engine of a Gran Turismo racing car and the COSC-certified Calibre 17 RS2 movement is visible through the crystal case-back. This calibre, which uses revolving discs for the chronograph function instead of hands, is also based on an ETA movement and this model in this exact version therefore will also disappear. The manufacture route doesn't leave room for cutting corners – pardon the pun.

Not vintage

Since we are talking about the disappearance of movements and models, one would expect that in a chronograph with a 50-year history large numbers of classical watch aficionados would be looking for gems from the past. Nothing is further from the truth. Only in the United Kingdom do people look for a vintage Carrera. In 15th place we find a Carrera 3647N, a first-generation model with a manual Valjoux 92 calibre that was featured in the Heuer catalogue from 1964 to 1969. An absolute classic, but nowhere near the level of the Daytona, the other chronograph that turns 50 this year. Less rare, not as 'big' a name and no Paul Newman may be explanations for this. ■



VOTE for the best watches THE NOMINEES

The nominations for the 00/24 European Watch of the Year Awards 2013 are in! Watch brands have submitted their best watches in six categories: four men's watches, one category of men's and women's watches and one women's category. The judges have evaluated the 117 submitted watches and you can find an overview of the top 24 here and on www.0024watchworld.com.

On 24 May 2013 the judges selected 24 watches that are in the running for a coveted 00/24 European Watch of the Year Award 2013. The nominations are divided into the following categories: men's watches up to £2,500, £2,500 to £10,000, £10,000 to £25,000, £25,000 to £100,000, men's and women's watches from £100,000 and up, and women's watches.

Shortlist presentation

The determination of the nominees for the 00/24 European Watch of the Year Awards 2013 was the real start to the race. The so-called 'shortlist presentation' will take place on 25 June 2013 in the Jumeirah Carlton Tower Hotel in London; at this time representatives of the brands will present their nominated watches to the judges. At the end of that evening the judges will select a winner for each category. In addition two separate prizes will also be awarded: the Technical Excellence Award for the most innovative watch (design and/or technology) and the Artistry

Award for the best decorative watch. The winners will officially be announced on 24 September 2013 during a celebratory gala evening to be held at the Mayfair Hotel in London.

Your voice counts!

00/24 WatchWorld wants to hear what your favourite watch is, because in addition to the existing six categories – decided by the judges – there is also a special award: the Readers@Award. The readers of 00/24 WatchWorld and 00/24 Horloges together with the readers of London newspaper City AM, which sponsors the 00/24 European Watch of the Year Awards 2013, will decide which brand will receive this award. Visit our website www.0024watchworld.com to let us know which watch is your favourite. ■



BALL WATCH
Fireman Racer DLC



CHRISTOPHER WARD
C900 Harrison Single
Pusher Chronograph



TUDOR
Heritage Black Bay



MONTBLANC
TimeWalker
Voyager UTC

CATEGORY 1
to £2,500

1



BVLGARI
Octo



FRÉDÉRIQUE CONSTANT
Classics Manufacture
Worldtimer



MAURICE LACROIX
Pontos S



ZENITH
Pilot Doublematic

CATEGORY 2
£2,500 to £10,000

2

TOURBILLON-TREND

Lex Stolk, international editor-in-chief of
OO/24 WatchWorld and member of the jury,
about the nominees:

“The tourbillon is a complication that never left the watch scene! The time every brand thought it was necessary to have a tourbillon in its collection, it did not matter how or what, is over. In category 5 you will find four extremely complicated ‘whirlwinds’ battling

for the award. The four nominated tourbillons are completely different, but have one thing in common: each one is an original creation, made with the right skills, with a vision and all of them have a clear brand signature.”

CATEGORY 3

£10,000 to
£25,000



CHOPARD
L.U.C 8HF



H. MOSER & CIE.
Meridian



PATEK PHILIPPE
Nautilus



VALBRAY
Oculus V.01
Chrono - Argentique

CATEGORY 4

£25,000 to
£100,000



A. LANGE & SÖHNE
Datograph Up/Down



BREGUET
Classique Chronométrie 7727



CHRISTIAAN
VAN DER KLAUW
Real Moon Joure



IWC
Spitfire Perpetual Calendar
Digital Date-Month

CATEGORY 5

£100,000 and up



JAEGER-LECOULTRE
Duomètre à
Sphérotourbillon



LAURENT FERRIER
Galet Classic Tourbillon
Double Balance Spring



TAG HEUER
MikrotourbillonS



VACHERON CONSTANTIN
Patrimony Traditionnelle
14-day Tourbillon

CATEGORY 6

women's watches



AUDEMARS PIGUET
Royal Oak
Chronograph



CARTIER
Promenade d'une
Panthère watch



PARMIGIANI FLEURIER
Tonda 1950 Set



PIAGET
Limelight Couture Précieuse
Exceptional Cuff watch



THE JUDGES



SID VASILI

Businessman, entrepreneur, investor and passionate watch collector. CEO of Invapay, a company that helps companies organise their finances in the cloud. Sid owns an impressive collection of Grande Complication watches, including top pieces by Patek Philippe and Jaeger-LeCoultre.



DR ANDREW HILDRETH

Economist Andrew Hildreth is a serious aficionado of high-end watches. He is a senior member and moderator of PuristSPro.com, one of the most authoritative watch websites. Andrew was a Professor of Economics in the United States and is now a director of London consultancy group AlixPartners LLP.

ANDREA VAN STEIJN

Andrea has worked as a watchmaker at Steltman Watches in the Hague since 2001. After her training as a watchmaker she took a range of brand-related specialist courses, which qualifies her for Rolex, Breguet, Blancpain and Jaeger-LeCoultre, among others.



OLOF LARSSON

Olof is a scion of a family of watchmakers and jewellers. He runs a family business that includes four jeweller's shops, including the renowned Nymans Ur 1851 in Stockholm. Before he took on this job he acquired experience with different jewellers in a number of countries.

HARRY WIJNSCHENK

Harry started his career as a trainee pilot (F16) in the Dutch Royal Air Force, but after this he opted for a career with ING. He exchanged that position for a commercial position at Uitgeverij Wegener, before starting his own publishing company, MotoMax Media B.V., in 1995. The company is successful in seven countries with a range of titles, including oo/24 WatchWorld and oo/24 Horloges.



LEX STOLK

Lex Stolk is the international editor-in-chief of oo/24 WatchWorld and oo/24 Horloges. His many years of experience in publishing a range of titles combined with his love for watches make Lex a valued and respected watch journalist.



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The newly-crowned complicated king **PATEK PHILIPPE**

Ref. 6002 Sky Moon Tourbillon

Farewell to the king. The Ref. 5002 Sky Moon Tourbillon with 12 complications on two dials is no longer Patek Philippe's most complicated wrist watch. That emblematic watch has been succeeded by the Ref. 6002. The newly-crowned king redefines the term Grande Complication on both the technical and artistic side.



We're in Patek Philippe's Geneva boutique and company president Thierry Stern spells things out: "We're not doing this to make money. The utmost in craftsmanship and artistry is not something we do because it is the latest hype. We're doing this because we have been doing it for 174 years. Our new Sky Moon Tourbillon combines two traditions: a highly complicated movement and artistic craftsmanship. We wanted to wait until after BaselWorld so the new Sky Moon Tourbillon would get the attention it deserves. All the aspects of the 6002 are worth a closer look, and we were afraid that the hectic surroundings of the fair would not do this creation justice. Our goal was to combine the immaculate decorations that reflects the finest artisanal traditions of Geneva and our expertise in Grande Complications. I think we achieved that." A look at the movement of the new Ref. 6002 reveals that it is largely identical with its predecessor. It possesses a minute repeater with two cathedral gongs and a tourbillon; on the front dial, it indicates standard time and features a perpetual calendar with a retrograde date and a moon phase display. The rear dial sets the stage for astronomical functions: it shows the northern sky, sidereal time, and the angular progression and phases of the moon.

The biggest difference with the Ref. 5002 are the indications of the moon phases. It uses apertures instead of hands for the day of the week, month, and leap year displays.

Grande creation

The totally new aspect of the Sky Moon Tourbillon Ref. 6002 is its appearance. This is not simply a watch or even a Grande Complication: this is a Grande Creation. Or you might call it a time sculpture, for it's a genuine work of horological art. The new Sky Moon Tourbillon showcases two artisanal skills: the art of the engraver and that of the enameller. Since the advent of Geneva's watchmaking heritage in the late 16th century, both of these crafts have been key parts of the story.

Inside the sculptured white gold case calibre RTO 27 QR SID LU CL works its magic. It is the Genevan manufacture's most complicated wrist watch movement, uniting as many as possible of the most fascinating complications in the compact case of a watch. And it does so in a very poetic way. The newly designed aperture displays the moon indication at 6 o'clock with maximum artistic expression and personality, enlivened by vibrant cloisonné enamelling. This is regal watchmaking: the Ref. 6002 is a king of watches, but a king with an artistic sensibility. ▲



BREAKING DOWN REF. 6002

Movement

Calibre RTO 27 QR SID LU CL, manually wound mechanical movement

Functions: Minute repeater, tourbillon, perpetual calendar with aperture displays and retrograde date, moon phases, sidereal time, angular progression of the moon

Overall diameter: 38mm

Height: 12.61mm

Number of parts: 686

Number of jewels: 55

Power reserve: Min. 38 hours – max. 48 hours

Balance: Gyromax

Tourbillon

1 revolution per minute

Number of parts: 69

Overall weight: 0.3g

Frequency: 21,600 semi-oscillations per hour (3Hz)

Hallmarks: Patek Philippe Seal, rate accuracy certificate for Patek Philippe tourbillon watches

Displays

Front side, dial: Mean solar time in hours and minutes, perpetual calendar with retrograde date, day of week, month, leap year cycle, and moon phases

Back side, sky chart: Sidereal time in hours and minutes, time of meridian passage of Sirius and of the moon, angular progression of the moon, and moon phases

Minute repeater: Hour, quarter-hour, and minute strikes on two 'cathedral' gongs

Case

18k white gold with engraving, sapphire crystal front and rear

Diameter: 42.80mm

Height: 17.35mm

Crowns: At 4 o'clock to wind the movement and set the hands for mean solar time, hand engraved. At 2 o'clock to adjust the sky chart, sidereal time, angular position of the moon, and the moon phase, hand engraved.

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17th of September 1755. In the offices of the solicitor Mr. Choisy, a young Master Watchmaker from Geneva named Jean-Marc Vacheron is about to hire his first apprentice. This agreement is the first known reference to the founding watchmaker of a prestigious dynasty and it represents the establishment of Vacheron Constantin, the oldest watchmaking manufacturer in the world in continuous operation.

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CARRERA AND DAYTONA

50 YEARS OF RACING PAST



The Heuer Carrera and Rolex Cosmograph Daytona from 1963, two icons turn 50 this year

TAG Heuer Carrera Calibre 1887 Jack Heuer Edition



TAG Heuer's Carrera and Rolex's Cosmograph Daytona both first appeared in 1963. We look back at two watches that hit the early 1960s zeitgeist dead-on, and went on to become two of Switzerland's most renowned models.

One of at BaselWorld's favourites this year would be a TAG Heuer Carrera, because the brand already showed off a few select pieces in Geneva in January. The new Jack Heuer Edition Carrera was both a quirky design curio and a sleekly macho slice of design panache, with the black/grey/red colours of the first Jack Heuer edition from last year, and the cool asymmetric case and bullhead pusher configuration of the boundary-busting Mikrogirder (also from 2012). It's a handsome, high-tech, boys' own racing watch, and one of TAG's best in some time.

But surprisingly, that wasn't even the Carrera that was the most striking one during Basel-World. The one that caught the eye hadn't been revealed before Basel, and was a simpler and rather superb proposition: a Carrera powered by LVMH stablemate Zenith's legendary high-beat chronograph movement, the El Primero (renamed Calibre 36 for TAG Heuer). Not only

that, it is the flyback version of the El Primero, meaning the chronograph mechanism can be repeatedly reset without being stopped – a classic tool for precision timing, originally used for aviation navigation. Outwardly, the watch features a particularly charismatic design, with a wide outer flange on the dial bearing the seconds numerals rather than the hours. That's reminiscent of the Mikrogirder, 2011's 1/100th-of-a-second timer.

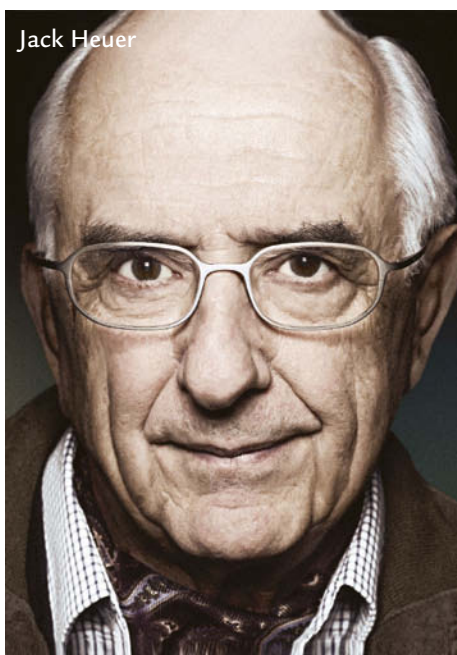
Half a century

The Carrera, TAG Heuer's flagship watch line, named after the spectacularly dangerous 1950s Mexican car race, the Carrera PanAmerica, is 50 years old this year. So is the only other watch to match it for associations with the glamour of the racetrack: the Rolex Cosmograph Daytona, which takes its moniker from Florida's Daytona speedway (the exact chronology of the Daytona's genesis is a little hazy, more of which in a bit, but Rolex is calling it the 50th anniversary and we'll go with that).

The way the two companies have marked their famous watches' half-century couldn't be more different. TAG Heuer, on the one hand, has created a slew of crowd pleasers at all ends of its price and technological scale, which pay tribute to the past but push on to the future. The Calibre 36 Flyback is the biggest success of these: in finally bringing together the classic Carrera shape and the world's most famous chronograph movement, with a design of effortless retro cool, it has made the classiest Carrera in years – one that plays equally to the masses and to the hardened Heuer purists. ▀



Platina Rolex Daytona from 2013



Jack Heuer

“Chronographs were at the very top of the watch industry, there were no tourbillons or anything like that”

TAG Heuer Carrera Calibre 36
Chronograph Flyback



The Rolex Cosmograph Daytona, of course, itself carried the El Primero movement for several years from the mid-1980s – indeed, Rolex can be partly credited with sustaining Zenith when the Le Locle brand was on its back after the Quartz Crisis. The way Rolex is marking the watch’s 50th birthday, however, pays very little interest to the past: it presented in Basel a solid platinum version with a ceramic brown bezel and ice-blue dial (a colour reserved, according to Rolex, for its platinum watches). It is a watch of studied elitism that’s sure to confound the purists who hanker desperately for the crisp, black/white cool of its vintage versions. But it will nevertheless have less sentimental, deep-pocketed collectors falling over themselves to own it, and in so doing will guarantee the continuation of the Daytona legend: the sporting watch everybody wants but that very few can actually get.

Catching the Sixties zeitgeist

Whatever the contrasts of their current models and statuses, the arrival of these two watches at the same historical moment, both tied to the world of motor sports, both exerting a significant influence over subsequent automotive watches from other brands (most of which the Daytona and Carrera have long outlasted), was no coincidence.

In 1963 the western world was on a trajectory of massive cultural change. After the devastation of the war years and the depression and resurgence of the 1950s, it was entering a new age of innovation and imagination. It was the year the Beatles recorded their first album, Bob Dylan and the Rolling Stones scored their first significant successes, and the counterculture movement began to emerge; in politics, Martin Luther King gave voice to the civil rights movement with his “I Have a Dream” speech and

at Westminster the Profumo Affair delivered the first modern political sex scandal – a true clash of old and new values; Pop Art emerged as the exciting, determinedly modern, witty and unsentimental art form. In the sports car world, game-changers like the Porsche 911, the Chevrolet Corvette Stingray and the first Lamborghini were unveiled that year.

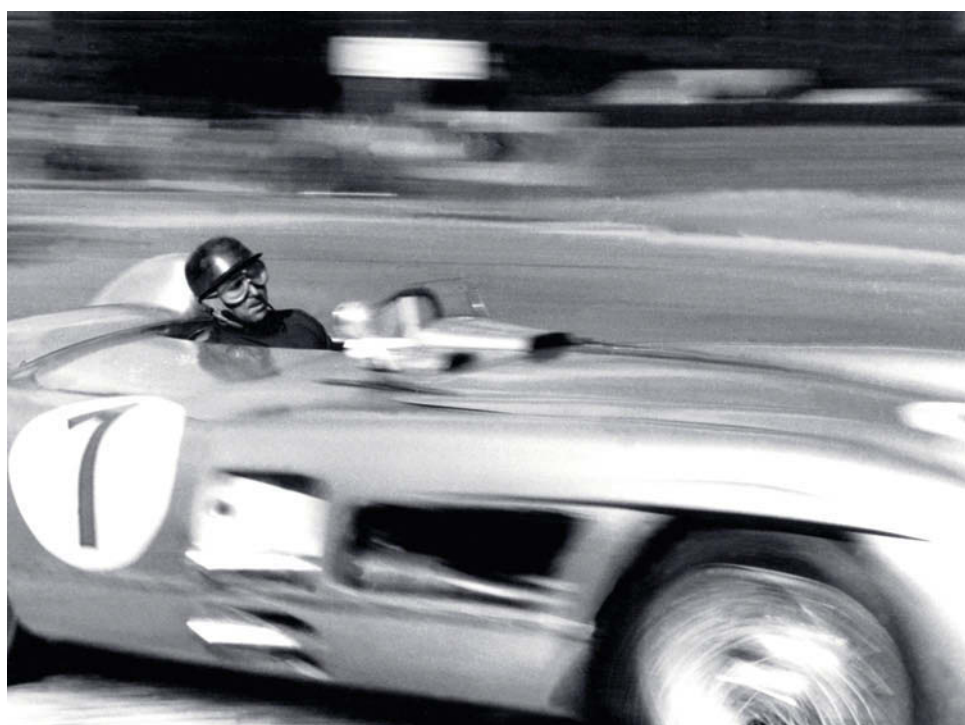
Jack Heuer, who had overseen the introduction of his Autavia chronograph the previous year after taking control of the company aged 30, was also looking for fresh ideas and a modern direction in the wrist watches Heuer produced. At the time, Heuer was still principally the producer of stopwatches and timing instruments, which were sold in specialist technical shops, by mail order and in other less-than-glamorous outlets.

“We didn’t have that many retail jewellers because of that, and this was one of our weaknesses, our distribution for watches,” relates Jack Heuer today. “But you also have to remember that chronographs at the time were at the very top of the watch industry, they were the high-end. There were no tourbillons or anything like that.”

Gentlemen drivers

At the time, chronograph movements such as the Valjoux 72 used by both Heuer and Rolex were supplied as raw, unassembled ebauches, and assembling them required extremely specialist knowledge, which Heuer had thanks to its expertise in stopwatches. Meanwhile, Jack Heuer had spent time in the USA setting up Heuer’s subsidiary there, where the stop-watch business had brought him into the ritzy circles of weekend sporting and rally clubs.

“Suddenly you had a very glamorous mixture of amateur racers and professionals, gentlemen drivers who were importing European sports cars to race them in rallies at the weekends,” says Heuer. ▲



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The typical features of the Daytona from the sixties: screw down pushers and crown protection

Rolex's calibre 4130



It was a market ripe for tapping – and indeed watch brands including Rolex had been advertising themselves through the glamour of motor sports for some years. But Heuer felt something new was needed.

“Most chronographs were not very good looking at the time,” he says. “Since World War II they still had a very military, old-fashioned look, with tachymetres and telemetres everywhere. I wanted to take that military side away and make it sporty and simple.”

Heuer, a young man of the world who had travelled a great deal, was influenced by the post-modern designers and architects of the period like Brazil's Oscar Niemeyer, Finland's Eero Saarinen and the American Charles Eames, who were bringing back a form-follows-function simplicity to modern design. He had also, as part of his electrical engineering degree, studied in-depth analogue dials for engineering, and had worked to bring the clarity and precision of those mechanisms to Heuer's stopwatches. It was now time to extend this to wrist watches.

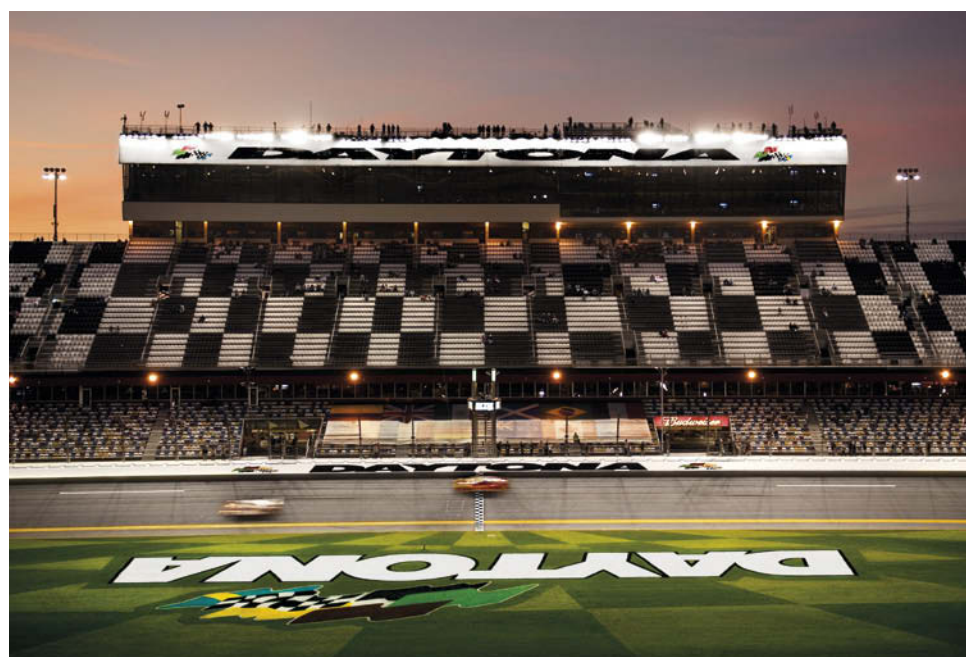
Clean, modern, minimalist

Le Corbusier would surely have approved of the Carrera – it was a lesson in Bauhaus minimalism. Numerals were stripped from the dial, leaving only baton hour markers; the bezel was extremely thin, with the watch instead containing an outer ring under the glass (introduced to aid water resistance) with simple fifth of a second markings. With a case shape that remains largely unchanged, including those recognisable long, tapering horns, it was a remarkably clean, modern look – the antithesis of the fussy military chronographs Jack Heuer so disliked.

The Cosmograph Daytona, too, represented a step into modernity for Rolex. There is some confusion about the exact moment of its arrival, in as much as there appears to have been nothing exact about it. There are differing reports about when the words “Cosmograph” (instead of “chronograph”) and “Daytona” found their way onto the dial – it does not appear to have happened uniformly across the range – though the consensus start-point is the launch of the Rolex 6239 chronograph in 1963. While Rolex had produced various chrono models in the oyster case previously, this model took on a far more punchy, forward-looking design: out went fussy, old-fashioned dials, in came the famous contrasting dial/subdial motif (white subdials on a black back-

ground, or vice versa), with a tachymetre scale now engraved in the steel of the bezel rather than busying up the dial.

Through its three mechanical evolutions – with the hand-wound Valjoux 72 movement, with the Zenith El Primero introduced in 1987, and with Rolex's in-house movements (calibre 4130), the Cosmograph Daytona has been known and mythologised for two things in particular: its rugged toughness (the screw down pushers introduced in the mid-1960s to improve water resistance, as well as crown protection in the case, have come to symbolise this tough design approach) and rarity. Supply of the Daytona has always been kept remarkably tight by Rolex, with waiting lists for a stainless steel number said to stretch into years at some dealers.





PAUL NEWMAN DAYTONA

By far the most prestigious models of Rolex's most prestigious watch are those that fall under the "Paul Newman" category, so-called because the racing-mad actor was said to wear one privately. Paul Newman Daytonas, produced in the 1960s under certain references, have subdials with block markers instead of lines, crosshairs across each subdial, and 15, 30, 45 and 60 on the seconds subdial rather than 20, 40 and 60. So rare (and handsome) are they, that they will now fetch £80,000 or more.

Prestigious and collectable

That has only added to the mythology and prestige of the Daytona, not to mention its collectability. The 4130 movement is seen as one of the most robust and efficient on the market – watchmakers love it for the fact that the mainspring can be changed without stripping down the entire watch as is normally required with chronographs. By contrast, the Carrera has become TAG Heuer's everyman watch, with multitudes of variations, from quartz models to those now containing TAG Heuer's in-house 1887 movement, up to its most advanced recent experiments in avant-garde horology. This year's Carrera MikroPendulum brings into play the amazing Pendulum technology debuted as a concept a few years ago, in which a system of

magnets replaces the traditional escapement hairspring in a super-high-frequency chronograph mechanism.

In their different ways, we'll be looking forward to the next 50 years of both models. And maybe somewhere within that, a new steel Daytona, going back to the clean, satisfying simplicity of those earliest models, might arrive. One can dream, anyway. ■

TAG Heuer Carrera MikroPendulum from 2013

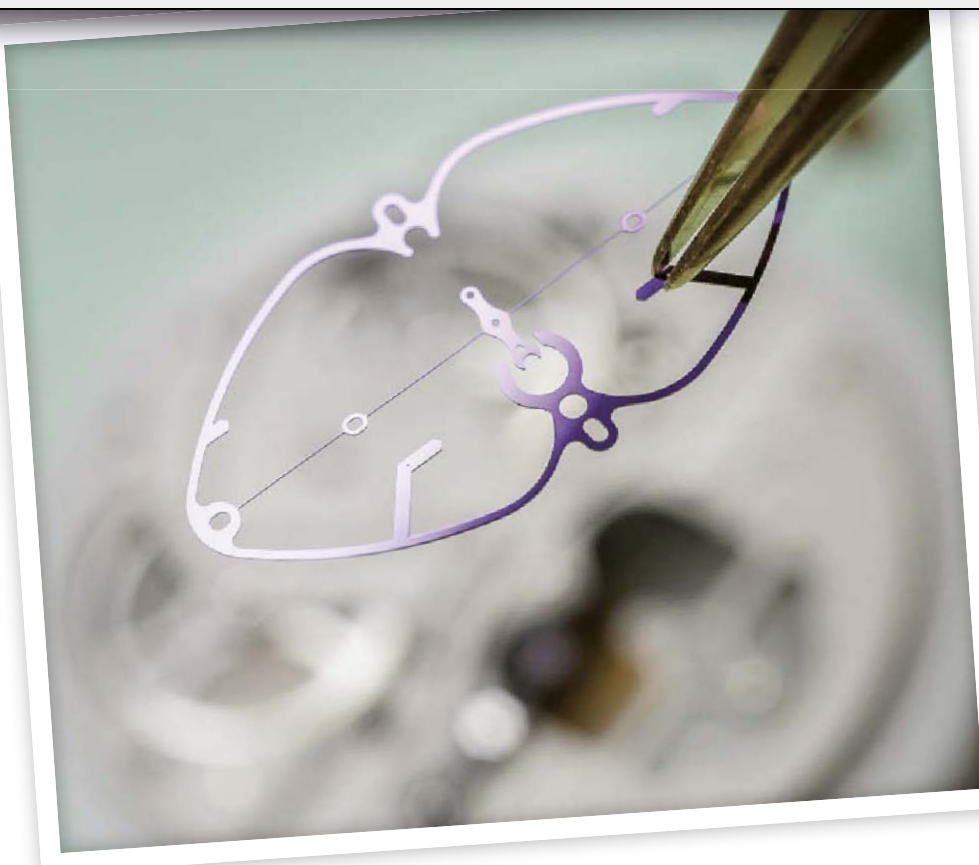


TAG Heuer's calibre 1887

No escape from INNOVATION



With its Constant Escapement watch, Girard-Perregaux has torn up the rulebook to tackle one of horology's greatest riddles, and in so doing produced one of the more exciting timepieces of recent times. 00/24 WatchWorld was in Zurich to see the esteemed firm return to haute horlogerie's top table.



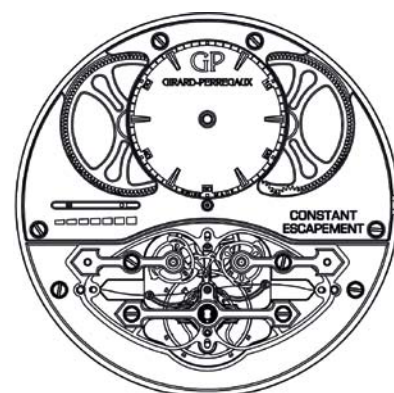
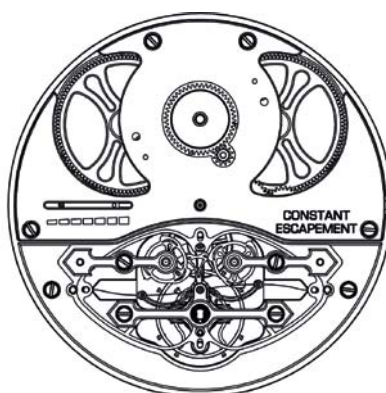
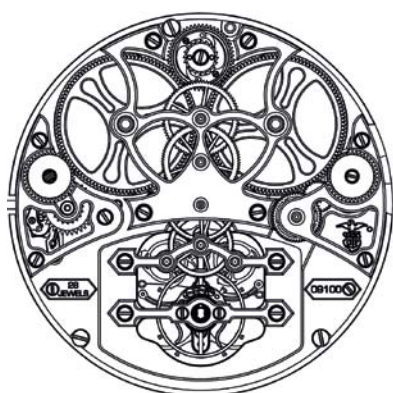
Anyone who's ever been for a long distance run will know the feeling: you may start out at a regular, well-coordinated pace, but as the miles take their toll, your energy wanes and your muscles tire. Your legs wobble, your head rolls, your strides become ragged. A similar thing happens in horology as a timepiece runs further into its power reserve. As the mainspring uncoils, the force of energy transmission eventually decreases, torque through the gear train diminishes and the escapement delivers increasingly uneven power to the balance. In other words, the longer a timepiece runs, the less accurate it becomes.

It stands to reason, then, that if you can sustain the drive force through the gear train at a constant level throughout the duration of the power reserve, you're going to have a more reliable timepiece. That's something that clock and watchmakers have been struggling with for centuries – and which Girard-Perregaux claims now to have cracked in rather spectacular style.

The remontoire

In clocks, the remontoire concept was arrived at in the 16th century to even out irregularities in energy transmission. In such a system, rather than the main power source delivering energy directly to the regulating organ (the pendulum

or balance), an extra tiny power source – either weighted or spring-based, depending on the type of clock – is built into the gear train to drive the escapement separately. Its name came from the French verb 'remonter' meaning 'to wind': as the remontoire unwinds to drive the escapement, it is immediately re-wound by the main power source. Any irregularities in the energy the main power source delivers are irrelevant to the action of the escapement, therefore. Over the centuries, this idea gave way to a great variety of mechanisms in watches and pocket watches, with an equally great variety of results. Applying this to a wrist watch is a different matter, though plenty have had a go. ▲





The problem is that at the microscopic scale required for wrist watch movements, creating anything reliable that could be made in significant volume has proved fiendishly difficult. Girard-Perregaux first announced its solution back in 2008, and it resembled nothing the watch world had ever seen before: a futuristic silicon mechanism with a completely new escapement architecture, including a flexing flat spring “blade” and a pair of bizarre-looking escape wheels rotating side by side. A watch containing the mechanism was promised within two years – and then things went rather quiet. Perhaps Girard-Perregaux hadn’t cracked this hardest of horological nuts after all? Well, it took four years longer than planned, but in March the company finally unveiled its Constant Escapement watch at a gathering of global watch press and retailers in Zurich. It’s a piece that lives up to its revolutionary billing. Having examined it at the Zurich launch, I can say the mesmerising thing about it is not simply the engineering that has gone into it, but the way it displays this engineering: the beating of the constant force mechanism, which occupies the lower section of the dial with the large, blue silicon frame up front and the escape wheels whizzing round on full display,

is as thoroughly bewitching as any tourbillon rotation. Frankly, the Constant Escapement watch is as sexy as it is groundbreaking.

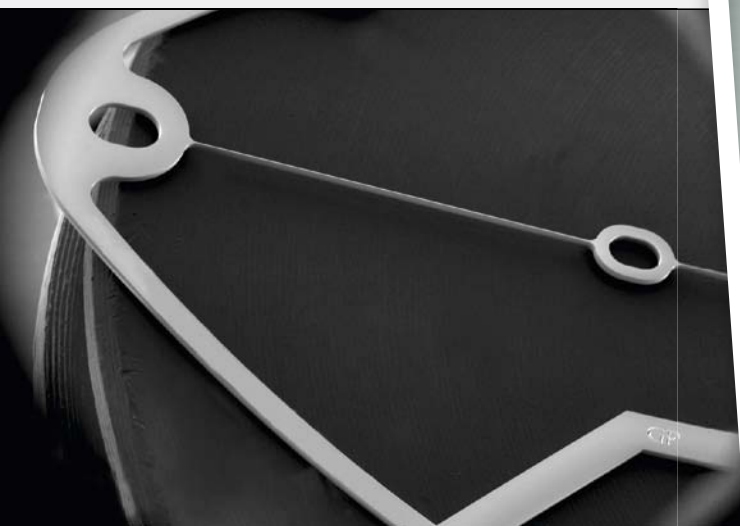
Brainwave on the commute

The principle behind the mechanism is relatively simple, having been alighted on by Rolex watchmaker Nicolas Dehon one day in the 1990s while on his morning railway commute. Idly flexing his train ticket between two fingers, Dehon realised that when the ticket was bent into a C-shape, it was storing up energy that was then released as he snapped it into the opposite C-shape, delivering a constant energy impulse with each flex. This passage from a state of compression to one of bending is known as buckling, and Dehon saw a way to translate it into watchmaking. A thin, flat “blade” spring could be similarly bent to store up energy, before releasing and instantaneously transmitting its energy to the balance as it flipped from one side to the other, the process repeating over and over, back and forth. Dehon started developing this with Rolex, before eventually taking his idea to Girard-Perregaux. The major breakthrough was the arrival of silicon as a serious watchmaking

material, developed by companies such as Patek Philippe, Ulysse Nardin and Breguet. Silicon’s attractiveness to watchmakers is based on several factors: its low coefficient of friction means that in mechanisms like Patek’s Oscillomax there is no requirement for traditional lubrication which tends to thicken and clog watch movements; it is non-magnetic, lightweight and strong (though with a tendency to be brittle); most importantly for the Constant Escapement watch, it has a high elastic limit, no fatigue effect and can be produced in extremely complex shapes.

Silicon butterfly

Partnering with nano-engineering specialist the Centre Suisse d’Electronique et de Microtechnique (CSEM), Girard-Perregaux was able to design the extraordinary, butterfly-shaped structure that looks like no part of a watch movement ever seen before. The entire silicon formation is made in one piece through Deep Reactive Ion Etching (DRIE – see box). In a butterfly shape, it is a symmetrical double construction, with the blade running horizontally across its equator, flexing either side in an S-shape to concentrate forces centrally. Its flexing is governed by a pair of



curved arms on either side of a central impulse lever, which the balance wheel rocks left and right between two escape wheels.

The wheels, made of nickel (as is the impulse lever), have just three teeth, catching and releasing the lever in its rocking motion back and forth between them. As this motion snaps the S-curve of the blade from one configuration to the other, it dispatches the constant energy stored in the blade's buckling state to the balance, without being affected by any variations in energy it receives through the going train from the barrel. That means the balance keeps oscillating at its regular amplitude with no variation as the power reserve decreases.

The ingenuity is not confined to the escapement assembly. Among several patents pending on the watch is one concerning the twin barrel power source, which ensures a power reserve of 7 days – an appropriately long time to allow the device to really show its metal by maintaining consistent accuracy to the end. The combined main springs add up to over three metres in length.

It's heady, avant-garde stuff from a watch company known for a much more traditional take on haute horlogerie – its most famous mechanism, the tourbillon with three golden

bridges, dates back to a pocket watch produced in 1889, after all. In that light, the handsome design of the Constant Escapement watch is particularly interesting, since it is determinedly contemporary – if anything, with the sporty look of the dial and general black and grey aesthetic, this seems more a piece with Girard-Perregaux's new Chrono Hawk sports watches than anything in its haute horlogerie collection. Nevertheless, a pleasing reference to the brand's heritage are the three black bridges holding the silicon escapement housing in place, shaped as they are like the brand's famous tourbillon bridges.

To watch the escapement beat away is a rather tremendous, bewitching thing. The silicon has been given a special blue coating to make it stand out, and while the watch would work perfectly well running at higher than 3Hz, the decision was taken to run at this frequency because the movements could be more easily seen. As with watches like Jaeger-LeCoultre's Gyrotourbillon and Zenith's Christophe Colomb, this isn't merely about having an extraordinary piece of technology: it's about

technology that's thrilling to look at, with technical innovation and design innovation on an equal footing.

A handful of Constant Escapement watches will be made this year, and will sell for around CHF 100,000 (£70,000). According to Girard-Perregaux General Manager Stefano Macaluso this is the first in what will be a range of Constant Escapement watches, with complications and other designs to come. In other words, this is no one-off, but a real new horizon – something incredibly rare in horology.

It's fair to say that Girard-Perregaux, one of the great independent watch maisons, has been lying low over the last couple of years. No longer. Given that Girard-Perregaux also has up its sleeve something promised to be pioneering from its collaboration with the veteran watchmaker Dominique Loiseau, an injection of impetus and cash from its new owner, the luxury conglomerate Kering (formerly PPR), not to mention whatever future beauties from the Constant Escapement platform, it seems there is plenty of reason to be excited about Girard-Perregaux once more. ■

HOW IT WORKS

For a closer look of Girard-Perregaux's Constant Escapement watch, you can go to www.0024watchworld.com, where you can watch a video that shows you how the movement works in slow motion. It also shows you how the DRIE method of the CSEM works.

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- ⑥ P50 - Avant-garde
- ⑥ P52 - Blue
- ⑥ P54 - Divers
- ⑥ P56 - Chronographs
- ⑥ P58 - Classic
- ⑥ P60 - Ladies
- ⑥ P62 - Complications
- ⑥ P64 - Worldtimers/GMT
- ⑥ P65 - Hybrid
- ⑥ P66 - Pilots
- ⑥ P68 - Editors' choice
- ⑥ P70 - Flashback

AVANT-GARDE

Rock 'n' roll watch!

You can't cross a boundary until you know what the boundaries are. Once you have crossed that boundary there are no rules, the possibilities are endless and you have a blank slate. Watch cases provide daring watch houses with the opportunity to go to town their original and amazing designs.



ArtyA

SON OF SOUND

Yvan Arpa is a loud, rock 'n' roll watchmaker. His Son of Sound is shaped like the headstock of a guitar, but it is a chronograph. Push the buttons that are disguised as tuning pegs and the time recording starts. The time is shown by two retrograde hands reminiscent of a metronome. The case of this crazily styled watch is rose gold and titanium.

H2

The H2 picks up where the H1 left off and that means that the symbiosis of mechanical watchmaking and miniature hydraulics is going in a new direction. The 48.8mm H2 in black DLC titanium has two bellows in V-formation to push the liquid through the tube that shows the retrograde hours. Notable are the jumping minutes, the crown position indicator, the power reserve indicator and especially the temperature indicator, which shows the perfect working temperature of the liquid.



HYT

SEQUENTIAL ONE - S110

The Sequential One - S110 is the brainchild of whiz kids Eric Giroud and Fabrice Gonet. The fact that there is no dial means there is an unobstructed view of the complicated movement with its unusual architecture. The hours are shown by four components of five triangular prisms and the minutes are shown on a central disc. It consists of a total of 471 components.

** Black DLC or titanium*



MCT

HAUTLENCE

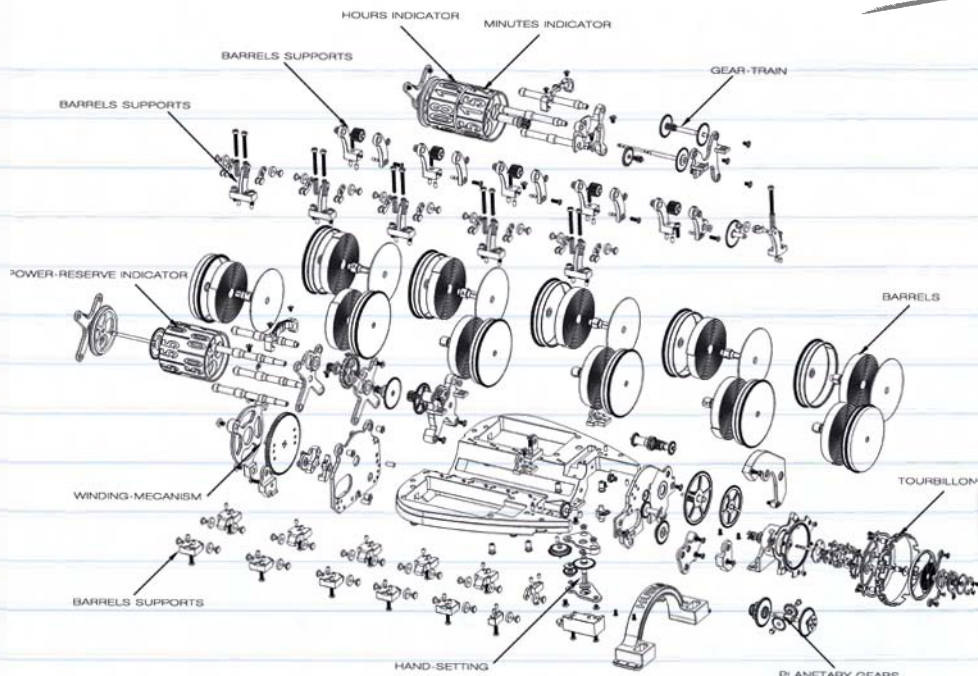
DESTINATION

Under its new Signature label Hautlence presents a series of models with the progressive DNA of the house brand. The titanium case houses a reliable automatic movement by the specialists at Soprod, which shows the hours, minutes, date and a 12-hour as well as a day and night indicator. Available in three variants.



Destination 03

HUBLOT



MASTERPIECE MP-05 LAFERRARI

Hublot's Masterpiece MP-05 LaFerrari tries very hard to be just as exotic and extravagant as its namesake. The watch looks remarkably like a car engine, albeit one with a tourbillon. The power reserve is an amazing 50 days thanks to no fewer than 11 (!) spring barrels.



39-hour
power reserve

URWERK

UR-210 AITiN

Urwerk has a reputation to maintain when it comes to unorthodox creations. The UR-210, which has a band made of aluminium, titanium and nitrite, stands out because of the indicator in the 11 o'clock position. It shows the winding efficiency of the main spring. The wearer can set the efficiency of the rotor to three different positions: Full, Reduced and Stop.

OCULUS V.02

The French writer and politician André Malraux is known for his saying "To truly understand someone you have to reveal his secrets slowly". This phrase can be seen on the new 43mm Oculus V.02 and is very apt. The Gold Tie, Red Shadow, Tangerine, Black Lemon and Cool Blue all have the now familiar diaphragm dial which, because of the strategic placement of the date indicator, among other things, gives each a very different look.

VILBRAY





BLUE

BaselWorld literally saw blue this year. Dials, straps, details, even cases: everything was blue and every self-respecting watch house had something new to show in a blue version. Even the often severely monochromatic Jaquet Droz was unable to resist the cool temptation of the colour blue.

GLASHÜTTE ORIGINAL



5000
retroooo...

SENATOR SIXTIES

The Senator Sixties was introduced in 2007, coinciding with the first wave of vintage revivalism. This year buyers have the option to choose the most retro-looking variant to date, because the curved, dark blue dial with its sunray motif exudes pure nostalgia. Pardon us, trendy nostalgia. The polished steel 39mm case houses an automatic movement from the company's own manufacture in Saxony.

JAQUET DROZ



GRANDE SECONDE QUANTIÈME

Two years ago the exclusive Jaquet Droz launched the Grande Seconde Quantième in a steel case with date indicator. Finally a 'JD' for the masses! This year there are two coloured 43mm variants: chocolate brown (a fashion colour two years ago) and contemporary blue (an up-to-the-minute colour). The dial is beautified with Genfer Streifen and the Roman and Arabic numerals for the hours and minutes have been replaced by plain indicators.

JAZZMASTER FACE 2 FACE



The oval Jazzmaster Face 2 Face has two of just about everything. The watch is avant-garde and classical at the same time and it has two automatic ETA movements, one of which shows the hours, minutes and seconds and the second of which has a chronograph function. This happens at the front as well as the back of the watch, which is two-sided as the case spins on its own axis in a frame. Ideal for people with changeable moods, or for those who have difficulty choosing.



HAMILTON



MAURICE LACROIX

PONTOS S EXTREME

This Pontos chronograph was designed by Henrik Fisker, the designer who made a name for himself at BMW and Aston Martin. The design consists of an automatic chronograph calibre based on the tried-and-tested Valjoux 7750 calibre, but it is the shape in particular that draws the attention. And we mean especially the blue 43mm case made of Powerlite, an alloy consisting of aluminium, magnesium, titanium, zirconium and ceramic.





BADOLLET

IVRESSE

The rectangular platinum case curves slightly to fit the wrist and underneath the midnight blue dial a custom-shaped movement ticks away with its flying tourbillon. Very discreet and tucked away from view, it's therefore the highest expression of understated style. This is how chic haute horlogerie can be. Manual movement with a 120-hour power reserve.

BURG WATCH

BURG 9

Calling in blue. The buttons on the bezel give you the idea that this smart watch is a phone, which it is indeed! Put a micro SD card in the watch and you can phone with it like the Knight Rider in his heyday. You can also make pictures with it and the GPS tracker makes sure you will never lose the watch. The Dutch Design is responsible for the trendy looks.



This is a phone!

✓ Need to check
0024watchworld.com!



REBELLION

T-1000 GOTHAM

Whenever Batman is feeling blue he straps on this watch. The T-1000 Gotham is a kind of portable power plant forged out of titanium that shows the time. The watch uses six spring barrels that supply a power reserve of 1,000 hours. This means the watch doesn't have to be wound for 41 days. In addition to the blue version this timepiece, which has a double balance spring, a drive spindle and two minute chains, it is also available in black, gold, red and purple.

ROMAIN JEROME



Matching cufflinks

STEAMPUNK BLUE

The polished steel used for the Steampunk Blue contains material from the wreck of the Titanic. This steel was used in the Harland & Wolff shipyard in Belfast to construct the ill-fated ocean liner. This automatic 50mm chronograph is no doubt impervious to bad luck and otherwise stands out for its oceanic blue details. An ironic detail is its water resistance, which is only guaranteed to 30m. Matching limited Titanic-DNA Blue Metal cufflinks are also available.

DIVERS

Are diver's watches still real diver's watches in 2013, or have they become robust, water resistant sports and holiday watches that can stand up to the occasional knock and splash of water? Both, really. Nomos goes for the swimming pool approach and Omega retains the deep sea functionality.

NOMOS

AHOI

Let's jump in without further ado. The Nomos Ahoi is not a diver's watch but a swimmer's watch. Because, who really goes deep sea diving with their diving watch? That's right, hardly anyone, so Nomos' latest creation hits the mark. Or the water, if you prefer. The steel 40mm watch, which is water resistant to 200m, has an automatic movement from the company's own studio in Glashütte.



BLANCPAIN



FIFTY FATHOMS BATHYSCAPHE

The new 43mm Bathyscaphe may have a ceramic bezel containing a Liquid metal scale layout borrowed from Omega, but its plain, almost severe look remains a reference to the first Fifty Fathoms from 1953. The automatic calibre 1315 has a 120-hour power reserve and a silicon balance spring. Available with different types of straps and with a steel or titanium case.

! Bright orange GMT scale on the bezel and GMT hand



OMEGA

SEAMASTER PLANET OCEAN GMT

To simply list its features – 43.5mm steel case, water resistant to 600m, helium valve, chronometer, accurate and automatic co-axial movement with silicon balance spring – does not do justice to this Omega. The orange GMT hand that glides smoothly over the blue dial, and particularly the blue bezel with orange numerals, give this 'diver' such a charisma that is not diminished even when far below the surface.

TECHNOMARINE

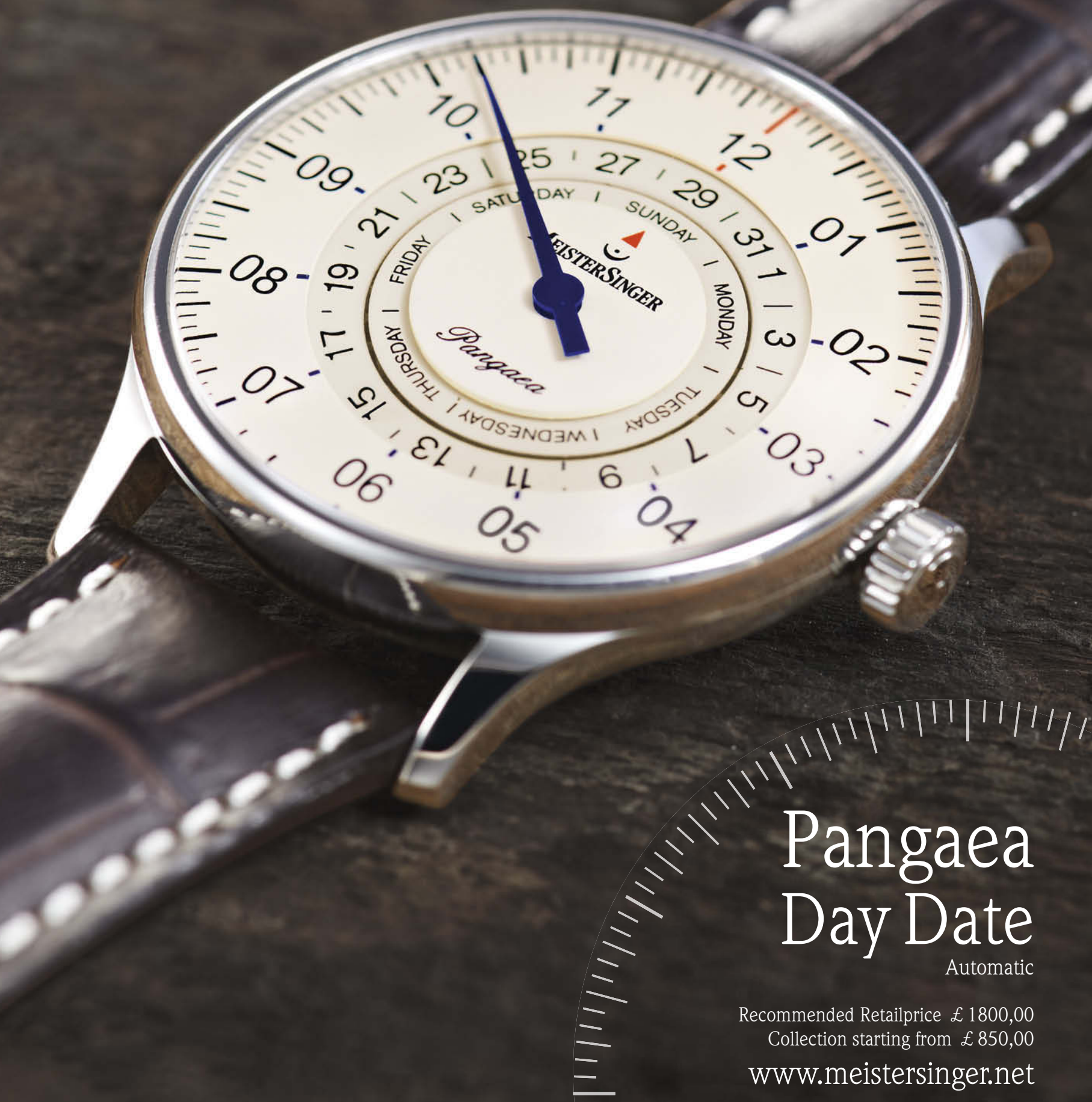
BLACKREEF TI ULTIMATE

Diving with diamonds rather than diving for diamonds. With 12 diamonds, 18 baguette-cut sapphires and 24 baguette-cut yellow sapphires in the diving bezel, this titanium 'Techno' is as exotic as a tropical clownfish. In spite of its extravagantly luxurious appearance it does resemble a diver's watch and is water resistant to 500m. Its automatic movement is made by ETA.





MEISTERSINGER
ticks differently.



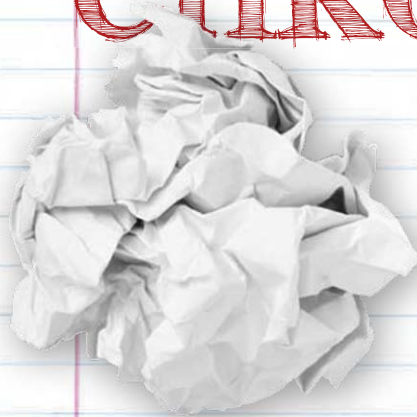
Pangaea Day Date

Automatic

Recommended Retailprice £ 1800,00
Collection starting from £ 850,00

www.meistersinger.net

CHRONOGRAPHS



The most popular complication is the chronograph, as dials, hands and buttons exude an irresistible appeal to men. Consequently the new batch of chronographs was once again overwhelmingly large and, in some cases, truly surprising.



CHOPARD



MILLE MIGLIA

The Mille Miglia can be called a bit of a pioneer when it comes to fusing the passion for cars and watches. This year it has been completely redesigned without losing the originality of the model. The 42.8mm case with its 44mm bezel exudes power and the dial and typography are completely new. Also look out for the Mille Miglia arrow logo that surrounds the date indicator.

CHRONO 4 COLORS

The four-in-a-row chronograph concept of Eberhard & Co. has been the company's exclusive and patented showpiece for more than 10 years now. The EB. 251 calibre, which is based on the standard ETA 2894-2 movement and is responsible for the linear placement of the subdials, has now been put into a 43mm steel case and has a black dial with red, yellow, green, black or blue luminescent hour indicators and dials.

EBERHARD & CO.



! Four-in-a-row chrono concept

www.eberhard-co-watches.ch

TUDOR

HERITAGE CHRONO BLUE

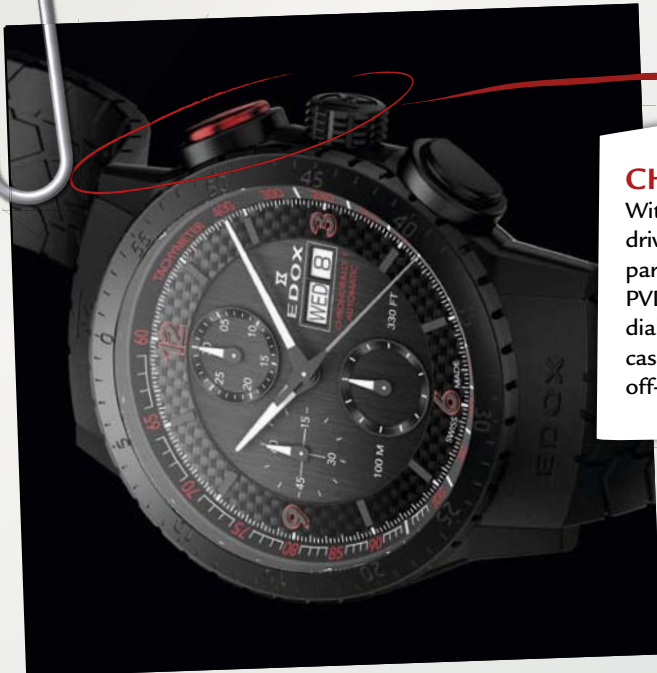
The famous 'Montecarlo' was already available as a reinterpretation in the colour combination orange/grey, and now, forty years after the creation of this chronograph, there is a blue tribute. The Heritage Chrono Blue with its nostalgic-looking dual subdials for the small seconds hand and the 45-minute chronograph counter has an automatic movement with a 42-hour power reserve. The steel 42mm case is partly satin-finished and partly polished. For optimal retro-enjoyment use the blue fabric strap.



Vintage strap

EDOX

Cool!!!



CHRONORALLY 1 - CHRONOGRAPH AUTOMATIC

With a strap that can be worn over the racing overalls and sizeable and therefore driving glove-friendly push-buttons for the chronograph, this Chronorally is particularly user-friendly for retro-racers. The 45mm chronograph, with black PVD steel, the tyre profile on the strap and, most importantly, the carbon fibre dial with tachymeter scale, represent motorsports in all its manifestations. In this case, the Dakar Rally, because Edox is the official timekeeper of this heavy-duty off-road spectacle.

www.edox.com

- Big strap
- User-friendly
- 45mm
- Black PVD steel

LOUIS VUITTON

TAMBOUR TWIN CHRONO

It's almost impossible not to be hypnotised by the intensely blue enamel dial of this Tambour, which celebrates the 30th anniversary of the America's Cup. Still, those who are able to resist will discover something that is even more intriguing. That is the manufacture single push-button chronograph calibre that can time two racing yachts separately. Bravo to the technicians for producing an easy-to-read and equally easy to-operate masterpiece.



HUBLOT

BIG BANG UNICO

This Big Bang marks the start of the Unico universe, as the heart of this 45.5mm watch is Hublot's very first manufacture chronograph calibre. This automatic movement, with column wheel and dual vertical coupling, will make its presence felt in many a new creation. Also striking about this Big Bang is the plainer, high-tech-looking case featuring six screws with an H-shaped header.



OMEGA

SPEEDMASTER "THE DARK SIDE OF THE MOON"

The Speedmaster is an invincible, undisputed chronograph classic with a track record that silences competing chronos. It pays to treat a legend carefully and Omega carefully considers every small change to the original. Nevertheless, the first all-black Speedy is a real departure, and Omega invested heavily to enable it to create the entire case from a single black ceramic block, while even the dial itself is ceramic. This coaxial beauty is the watch that every astronaut would want to take into space with him. A Moonwatch 2.0!



Mail to 00/24

CLASSIC

Back to the essence. In real terms we don't need double flying tourbillons, exotic alloys and/or outrageous shapes and colours to wow the true watch aficionado. The purist can see beauty in historically accurate details and looks for simplicity and traditional quality.

Lacquered, creamy dial

PATEK PHILIPPE

CALATRAVA REF. 5227

The latest 39mm Calatrava is a classic with a 'click' – the click of the officer-style case-back. It took a lot of ingenuity to keep this ultra-classic watch, first presented in 1932, thin, subtle and functional, but Patek Philippe has managed it. The case houses the delicate 324 S C calibre with gold rotor.



CHRONOSWISS

RÉGULATEUR 30

Chronoswiss has been around for 30 years and celebrates this anniversary with 130 rose gold and 300 Régulateur 30 watches. The different guilloché patterns on the silver dial are of the most sophisticated and highest level and, combined with a traditional minute hand, a small seconds hand and jumping hours at 12 o'clock, this makes for a striking appearance with a solid dose of history.

Dial made of Sterling silver

GRAND SEIKO

44GS LIMITED EDITION

This year Seiko celebrates a century of watchmaking and underlines this by reissuing a pioneering watch from 1967 in a subtly adapted version. The 1967 version of the 44GS was fitted with the 4420 calibre, from which the watch got its name. The 2013 variant has the 9S64 hand-wound movement. The angular lines of the 37.9mm case are still very modern and extremely subtle and carefully thought-out.



Mix of techniques and design



MEISTERSINGER

PANGAEA DAY DATE

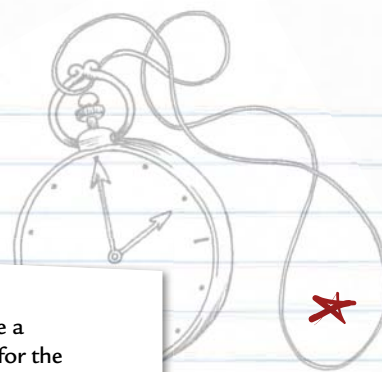
Simplicity and relaxation without losing all sense of time. The single hand and the day and date indicator of the 40mm Pangaea Day Date manage to do this with the utmost reticence and clarity. The steel Pangaea Day Date is available with white, ivory and anthracite dials and the watch is powered by the automatic Sellita SW220-1 movement.



BULGARI

OCTO STEEL

A watch that adapts to its environment like a chameleon. Sporty, yet restrained enough for the boardroom. The highlight of this steel Octo is its case. The 110 facets of the powerful design are alternately hand polished and satin-coated to arrive at a perfectly harmonious watch, while it looks sensational on a beautifully designed bracelet.



Dial available in 6 different versions

www.bulgari.com

OYSTER PERPETUAL DAY-DATE

Give a traditional watch a daring colour and you end up with a surprisingly fashionable result. The 36mm Day-Date is now available in six colours and three different gold cases. The green and cognac-coloured dial and strap are combined with a yellow gold case, blue and cherry red are best matched with white gold, according to the Rolex designers, and a chocolate brown and grey colour combination is given a case of rose gold – or Everose, as Rolex calls it.



ROLEX

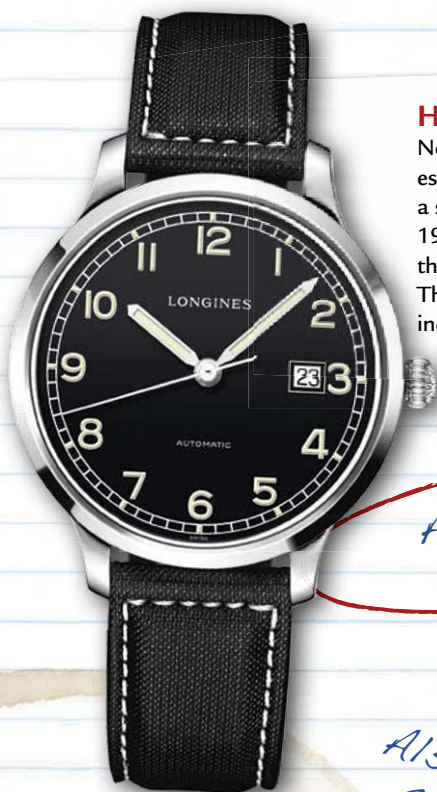
© Rolex / Claude Bosse

BREGUET

Mechanical and magnetic

HERITAGE MILITARY 1938

No-nonsense. For those who only want the absolute essentials when it comes to style and are looking for a sense of history it has to be the Heritage Military 1938. Three hands, white numerals, a black dial; that's all that's needed for a balanced military watch. The sturdy 40mm case of strong steel houses an indestructible ETA 2892 movement. Back to basics.



Automatic movement

LONGINES

Also available in a chrono version

CLASSIQUE CHRONOMÉTRIE 7727

Everything about this white gold Breguet looks classical, but the movement accommodates the latest development in the field. We are talking about the hand-wound 574DR movement with its frequency of 10Hz and its use of magnetic pivots. Minuscule magnets provide a stable system that enables the balance wheel to move without any lubrication.



LADIES

Diamonds, complications, special materials, rounded shapes, iconic symbols, frivolities; a highly varied selection from the inexhaustible new supply of ultra-feminine watches.



BAMBOO

Gucci has a thing about bamboo. The renowned Italian fashion house already uses this natural material in its handbags and a matching watch now completes the look. Stylishly organic and unique.

GUCCI

Made of bamboo!

RAYMOND WEIL



Sparkling diamonds

JASMINE

The über-feminine Jasmine has been in the Raymond Weil collection since 2011. The collection has now become even more sophisticated with the addition of new versions with beautifully decorated dials, rose gold colour accents and sparkling diamonds on the bezel.

FENDI

CRAZY CARATS

We don't pretend to be psychologists, but if a respected, classical house like Fendi names its wares 'Crazy' there has to be something in it. The slightly offset, asymmetrical shape of the case with its diamonds on the mother-of-pearl dial is certainly unusual. But crazy? We don't think so.

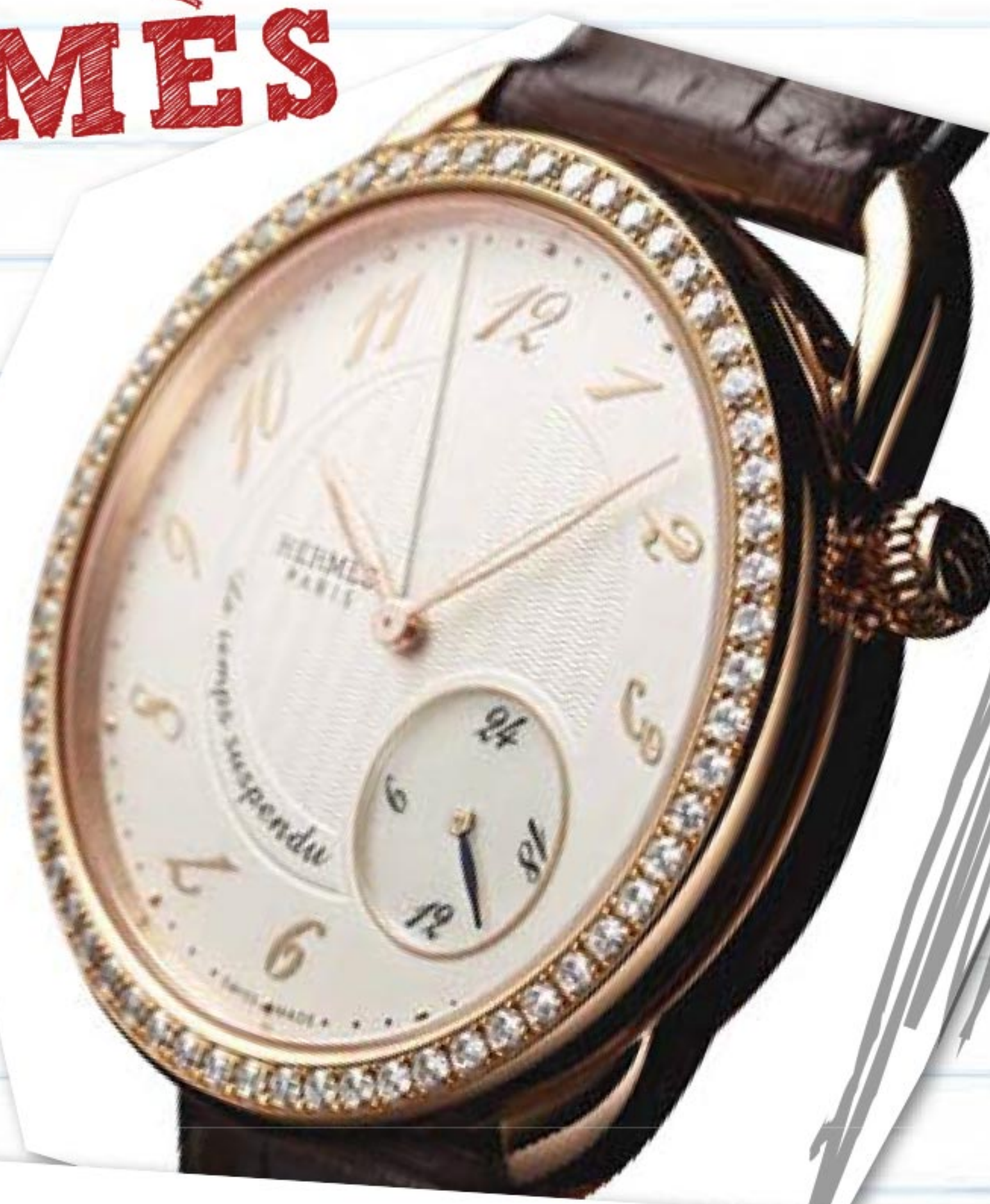
Asymmetrical and different



HERMÈS

ARCEAU LE TEMPS SUSPENDU

Hermès is now making the time disappear for women as well. This 38mm model is home to the ingenious H912 movement made by the Vaucher specialists. A single push on the button immobilises the hands in a position that shows no time at all. Another push and time carries on as before.



CHANEL

PREMIÈRE TOURBILLON VOLANT

The white gold case is shaped like a bottle of No. 5 which is modelled after the Parisian Place Vendôme; the case is home to a movement with a flying tourbillon manufactured by the experts at Renaud & Papi. This tourbillon revolves like a flower against a sapphire blue sky; watch poetry.

White gold case



YOUR TIME IS NOW.

MAKE A STATEMENT WITH
EVERY SECOND.

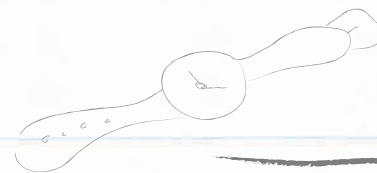


Pontos S

A stylish and modern sports watch powered by an automatic calibre that is renowned for its chronographic performance. Also features a patented inner-rotating bezel and is water-resistant to an impressive 200m.

MAURICE  LACROIX

Manufacture Horlogère Suisse



One traditional complication dates back to the very beginning of clockmaking. Astronomical movements originated in the fourteenth century and the tourbillon and minute repetition have existed for several centuries. The latest creations prove that the challenge of the complication is still very much alive.

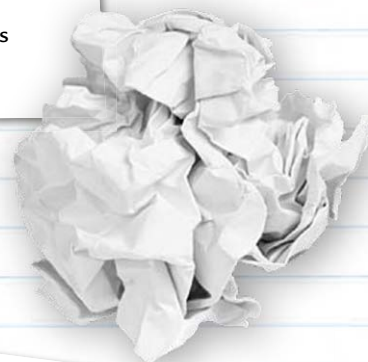
COMPLICATIONS

LE DUEL QP TOURBILLON

A tourbillon that is permanently in a vertical position really works at optimum capacity. This table clock by L'Épée has a 40-day power reserve that can be monitored using the indicator at 6 o'clock. The 60-second tourbillon has impressive proportions which contribute to the beautiful, dynamic spectacle.

L'ÉPÉE

Tourbillon on the table



Incredible accurate moon phase



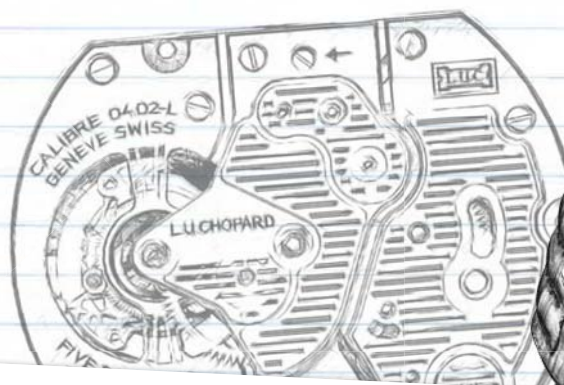
REAL MOON JOURE

If the user accurately sets the three-dimensional moon of his Real Moon Joure today he will need to make no further corrections for the next 11,000 years, because this moon deviates from the real moon by no more than one day. At BaselWorld watchmaker Van der Klaauw explained that he could have gone even further, but that 11,000 years is just as impressive and/or incomprehensible as, say, 55,000 years.

CHRISTIAAN VAN DER KLAUW



Just an engine!



L.U.C ENGINE ONE H

The L.U.C Engine One H has a highly stylised engine block movement with a tourbillon for optimum accuracy. Hours and minutes are displayed centrally and those who think that the fuel gauge shows the power reserve, are absolutely right. Equally frivolous is the hand on the revolving tourbillon, which is reminiscent of a rev counter. Limited edition of 100.



CHOPARD

CARROUSEL RÉPÉTITION MINUTES CHRONOGRAPHE FLYBACK

This Blancpain is a veritable compilation of complications. First there is the Carrousel, which is responsible for the regulating part of the movement. Secondly there is the Répétition Minutes which sounds the time, and finally there is the Chronographe Flyback. Never before seen in this combination, and tucked away in a 45mm gold case.



Golden rotor

BLANCPAIN



Typical GP bridges!

PERRELET

TURBILLON

Perrelet combines its successful Turbine concept with the Queen of Complications, the tourbillon, and comes up with a visually different creation. The traditional 60-second tourbillon revolves steadily below ten turbine blades of sapphire crystal. The 46mm case is also beautifully styled and detailed.

46mm

CORUM

TI-BRIDGE AUTOMATIC DUAL WINDER

The much celebrated and particularly delicate custom-shaped movement in this 42mm x 45mm Ti-Bridge is unique to Corum. A striking feature is the new, patented winding system that uses two linked, circular rotors that revolve in parallel. The CO207 movement is held in place in the centre of the case by four titanium bridges.



TOURBILLON BI-AXIAL TITANE DLC

The shape of the bridges immediately makes it clear that we are dealing with a 'GP' tourbillon. But because there are two bridges rather than three (the third now swivels on the tourbillon itself) it is a very different creation. In the aperture at 6 o'clock we see a tourbillon with a first and second axis. The internal cage with the balance spring and the escapement takes 45 seconds to revolve around its axis; the exterior cage takes 30 seconds longer around a second axis.

GIRARD-PERREGAUX



Double movement

DBS

DBS stands for 'Double Balance' and 'Sidereal Time'. This double balance is used in a 'mirror movement' with spring barrels, the first part of which revolves at a speed of 24 hours - our time - and the second of 23 hours, 56 minutes and 4 seconds - sidereal time. This shows the difference, on two separate dials, at a glance.

ARNOLD & SON

B05 UNITIME

Inside this chronograph revolves a patented double-disc system that makes it possible to permanently see the time in 24 time zones. The time zones are set by turning the crown forward or backward in 1-hour increments so the hour hand, the city ring, the 24-hour ring and the date move simultaneously.

COSC certified

BREITLING FOR BENTLEY

In a world that is getting smaller every day a watch that shows the world times, or at least a model with GMT function, is an essential accessory. Chronographs may be used as timers to boil eggs or pasta, but the second time zone is a function that is actually used.

WORLD TIMERS/GMT

44mm case with a 24-hours time zone

JAQUET DROZ

GRANDE HEURE GMT

It looks like a single hand watch, but the optical single hand consists of two parts: the rose gold hand shows the local time and the blue steel hand shows the second time zone. This highly unconventional, aesthetically pleasing and easy to use watch is operated by a single crown. The dial is enamel, the movement is automatic and the rose gold case measures 43mm.

43mm



TRAVELLER WW.TC

Spot the difference compared to 'GP's' previous WW.TC. The case is thinner and rounder and the world time can be set with a single crown. A personal observation: the case is a sophisticated evolution, but although the single crown is a step forward, the image of the WW.TC with the extra crown on the left tends to stick in the mind...

GIRARD-PERREGAUX

OYSTER PERPETUAL GMT-MASTER II

The watch for time zone-traversing globetrotters is the Rolex GMT, originally made for Pan Am pilots crisscrossing the world of Peter Stuyvesant and embraced by many watch lovers since then. The latest variant of the steel, 40mm GMT-Master II has a blue/black bezel of shiny, scratch-resistant Cerachrom plus a state-of-the-art automatic movement.



ROLEX

©Rolex/Claude Bossel

HYBRID

Some watches can do a lot of things, and some watches can do something quite different: different from measuring the time or showing the date. There are also watches that use power sources other than a spring or battery. And then there are those that combine the best of two worlds: time for hybrid watches.

The first real smartwatch!

I'M WATCH



SMARTWATCH

A purist abhors the idea of people using their phone to tell the time. However, a reliable and honest source tells us that these purists frequently do so themselves. Fortunately there is now a smart watch that uses a Bluetooth connection to the smart phone, so phone calls, text messages, e-mails and apps appear directly on the watch, which also shows the time.

TISSOT



Solar panel!

T-TOUCH LADY SOLAR

The first solar-powered T-Touch is not for macho gadget freaks but for trendsetting ladies. The 38mm case has a miniscule solar panel that receives light, and therefore energy, through the dial. This sustainable, battery-free watch also features an altitude gauge, compass and perpetual calendar. Perpetual provided the sun keeps shining.

RADO



Virtual mechanical animations

ESENZA CERAMIC TOUCH

The word 'Touch' leads one to think that this watch has some of the technology of fellow Swatch Group member Tissot, but the touch required to operate this women's watch is different. By swiping the left of the crown-less, ceramic case with the fingers the user can change the hours, and the same on the right with the minutes.

Touch!

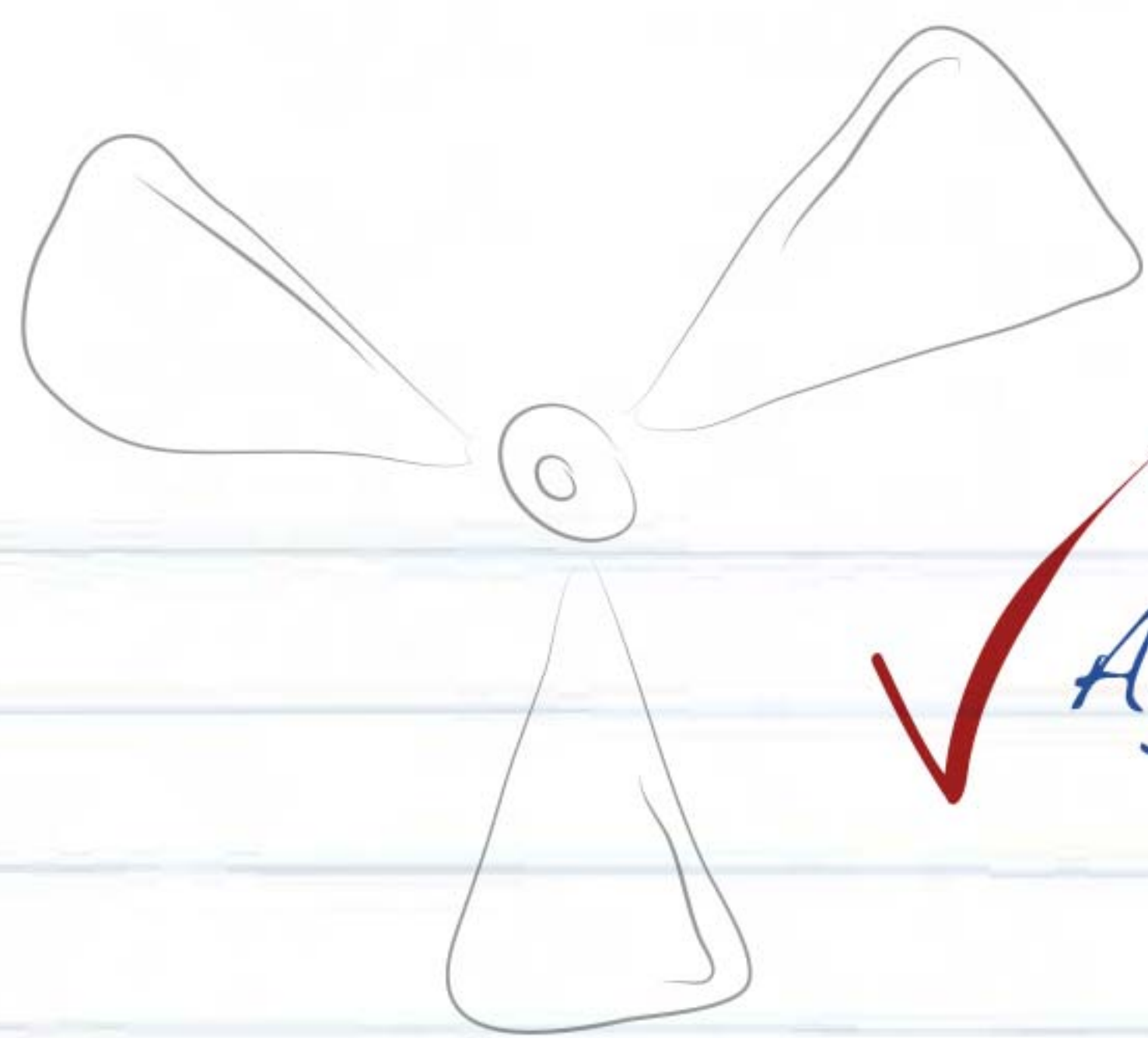


SLYDE BY HD3

STEEL

What you see in the picture is not 'real', as the Slyde is a platform for different virtual mechanical movements. A number of animated modules with seven different functions — time, date, different time zones, calendar, moon phases, chronograph and time countdown — can be operated using the touch screen. High-tech wrist animation, price upon request.

PILOTS



✓ Again no internet...

BREMONT

What was it again about collections and sub-collections? All chronograph are watches but not all watches are chronographs. That's right. And pilot's watches are chronographs and GMT watches, but those watches are not always pilot's watches, but often they are and these four models most definitely are.



A watch for
Down Under

ORIS

ROYAL FLYING DOCTOR SERVICE

This watch, for pilots who are doctors and vice versa, pays tribute to the Australian Royal Flying Doctor Service. Oris has been associated with aviation since 1940 and thanks to the pulsometer it has now entered the medical field as well. There are two screw-in crowns to set two time zones. The revolving inner ring also allows 30-minute settings to keep up with the 30-minute differences between time zones Down Under.



ALT1-B2

Bremont named this chronograph with GMT function after the American B2 Stealth bomber. Or to be more precise, after the B2 crews who, last year, were given a slightly different, non-commercial model of this watch as part of their standard equipment. The black DLC case houses a modified automatic BE-54E movement.



Also available in
a complete
black edition

PILOT MONTRE D'AÉRONEF TYPE 20 GMT

In the steel 48mm case of the Pilot Montre d'Aéronef Type 20 GMT ticks a modern, automatic Elite movement. However, the look of this watch is anything but modern. Beautifully and shamelessly traditional are the hands and numerals, and that results in an old-fashioned aviator look.



ZENITH

Also 2 other cockpit
instruments available



BELL & ROSS

BR-01 AIRSPEED

This is more of an aircraft watch than a pilot's watch, as the BR-01 is a cockpit instrument that just happens to be worn on the wrist. The Airspeed has a 46mm case of matt black PVD steel that is water resistant to 100m. The new Aviation collection of which this Airspeed forms part also features the Climb and Heading Indicator.



ARNOLD & SON

LONDON 1764

GREENWICH



TB88

EDITION HAND-CRAFTED IN SWITZERLAND

Arnold & Son Manual movement AS5003

Two barrels, 100-hour power reserve

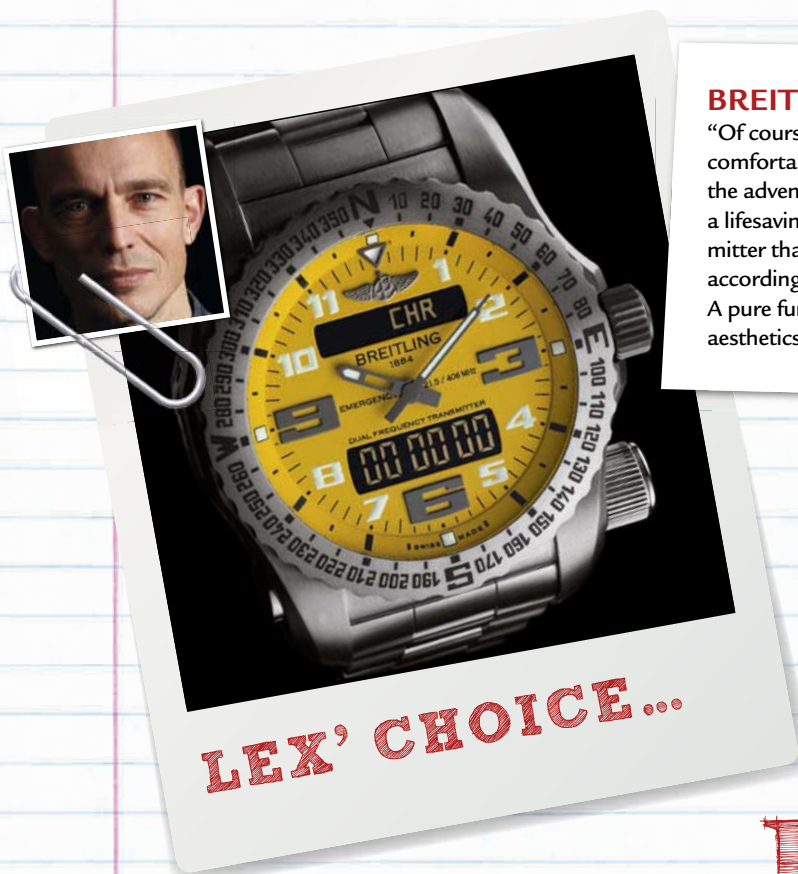
True Beat Seconds, Breguet Spring

See-through caseback. 100 feet (30 meters) water resistant

Available in rose gold or stainless steel

www.arnoldandson.com

For your nearest stockist visit www.nuval.co.uk or email info@nuval.co.uk



BREITLING EMERGENCY II

"Of course, this 51mm giant is not really comfortable to wear for daily use, but if the adventure beckons, you have to. This is a lifesaving instrument with its micro transmitter that broadcasts on two frequencies according Cospas-Sarsat-specifications. A pure functional piece of technique with aesthetics as a minor importance."

Not a watch, but an instrument

LEX' CHOICE...

What were the best watches that are presented during BaselWorld 2013?
The six editors of 00/24 present their favourites.

EDITORS' CHOICE



HARRY'S CHOICE...

PATEK PHILIPPE NAUTILUS CHRONOGRAPH REF. 5980/1 AR

"This new edition of the Nautilus has it all: charisma, a sense for history and of course impeccable technique and finishing. The combination of steel, rose gold and the blue dial plus the chronograph function have an irresistible charisma for the traditional and more fashion conscious Patek fans."

BRITTA'S CHOICE...

OMEGA DE VILLE LADYMATIC

"Sophisticated diamonds and pearls combined with sophisticated techniques. This Omega Ladymatic in rose gold combines the best of both worlds and it also has something 'Chanelish' that is irresistible."

Co-axial movement

Irresistible jewel!





ELLEN'S CHOICE...

CHOPARD HAPPY SPORT MEDIUM AUTOMATIC

"The Happy Sport is twenty years young and Chopard celebrates this with a completely renewed model. The case is totally adapted and it now has a mechanical movement. Of course it still has the typical moving diamonds, making it the perfect combination for female watch connoisseurs."

20 years young

Moving diamonds!

TIMOTHY'S CHOICE...



H. MOSER & CIE. NOMAD

"Moser is Schaffhausen's other brand. It produces only 1,500 watches annually, and makes its exquisite movements in-house, including hairsprings. This traveller watch is its first automatic, with a lovely red GMT hand that neatly slots in under the main hour hand when not needed. Perfect functionality brilliantly executed."

Exquisite creation



PATEK PHILIPPE CALATRAVA REF. 5227G

"I choose the new 39mm Calatrava with the cream white dial and the dust cover. Because you never really own a Patek, but you merely look after it for the next generation, I would engrave the back cover with the sentence: 'Son, if you want to swap this watch for hash, make sure you get at least ten pounds for it'."

39mm case

Dust cover!

KRISTIAN'S CHOICE...



51 components

FLASHBACK REVOLUTION!



Haute horlogerie for the masses. The future of mechanical watchmaking is made up of 51 components and is assembled and regulated by a machine. Swatch's Sistem51, a cheap, devilishly simple mechanical watch, is a revolution in the kingdom that Swatch Group saved and rebuilt itself.

Tissot booth

122,000
visitors,
3,160
journalists

The low point was deep, dark and hopeless and in 1983 the Swiss haute horlogerie was right at the bottom of it. Not until the first quartz Swatch was presented and became an overwhelming success did the industry slowly find its way back to the light. Today, in 2013, the Swiss watch industry shines brighter than ever before, and much of that is down to the fact that the Swatch Group managed to curtail the crisis on the back of its own quartz classic. What will the effects of the second Swatch milestone be?

100% SWISS

It's hard to imagine, but it is actually possible to build an automatic movement with just 51 components – and have a machine do it! This is certainly a highly significant development for the industry at large. It takes 17 patents to make a 100% Swiss movement at the lowest possible cost, which is the whole point of this project.

The process of arriving at the simplest and cheapest possible movement is extremely complicated and has a lot in common with building top haute horlogerie movements. Of the 51 movement components only one is a screw and all of it is made of ARCAP, an alloy that is very resistant to magnetic fields and, until now, was used only in a few very expensive Richard Mille movements. The rotor of the 3Hz movement with its 90-hour power reserve is made of a synthetic alloy derived from tungsten. The surprises don't stop there, because the escapement is laser-tuned in the factory and cannot be regulated after this; comparable to Cartier's ID One, but that was a concept watch and the Sistem51 technology will soon be available for anyone from around £130.

Complicated and
still affordable





17% more visitors



Waiting @ the Chopard booth



Hublot and Rolex are neighbours

KILLING THE EMOTION

The strength of the Swatch Group is evident in the movement and the way in which experts at ETA, Nivarox and Chromadur managed to come up with the 'Swiss Made' Sistem51 in just two years. But now that the initial amazement has abated somewhat people are starting to contemplate the consequences of this ultra-simple mechanical movement. The quartz Swatch saved the traditional mechanical brands, but the separation between cheap battery watches and much pricier mechanical watchmaking craft continued to exist. Mechanical movements were presented as emotional 'works of art', the high price tag of which was made up of a combination of history, expertise and rarity. The Sistem51 wipes expensive emotion, the rarity factor and the luxury aspect from the table in one fell swoop. Mechanical is now just as 'cheap' as quartz. So why buy quartz any longer? Why spend £700 on an entry-level mechanical watch that has at least three times as many components and is not even as accurate as the 51 Swatch components? With its Sistem51 is Swatch killing off the emotion in the parallel universe it helped create?

MINIMALISTIC TOURBILLON

This question is at the back of my mind when, not much later, I get to see and hold the latest, ultra-thin automatic tourbillon of fellow Swatch Group brand Breguet. The dial of the thin, 42mm watch – which is available in rose gold or platinum – has at least three different guilloché patterns, the hands look sophisticated and subtle and the positioning of the power reserve indicator and the aperture in the dial through which the tourbillon is visible approach aesthetic perfection. The almost minimalistic looking horizontal bridge of the tourbillon makes me think about those 51 components in the Swatch. Abraham-Louis Breguet would clearly have been proud of a new interpretation of his biggest invention, but he might well have been jealous of the technicians behind the Sistem51. In der Beschränkung zeigt sich erst der Meister (In restraint only shows the master) is an adage for all times and therefore applies equally to a Meister Uhrwerkmacher of several centuries ago. ✗



Breguet Classic Tourbillon, extra flat

Watch revolution?

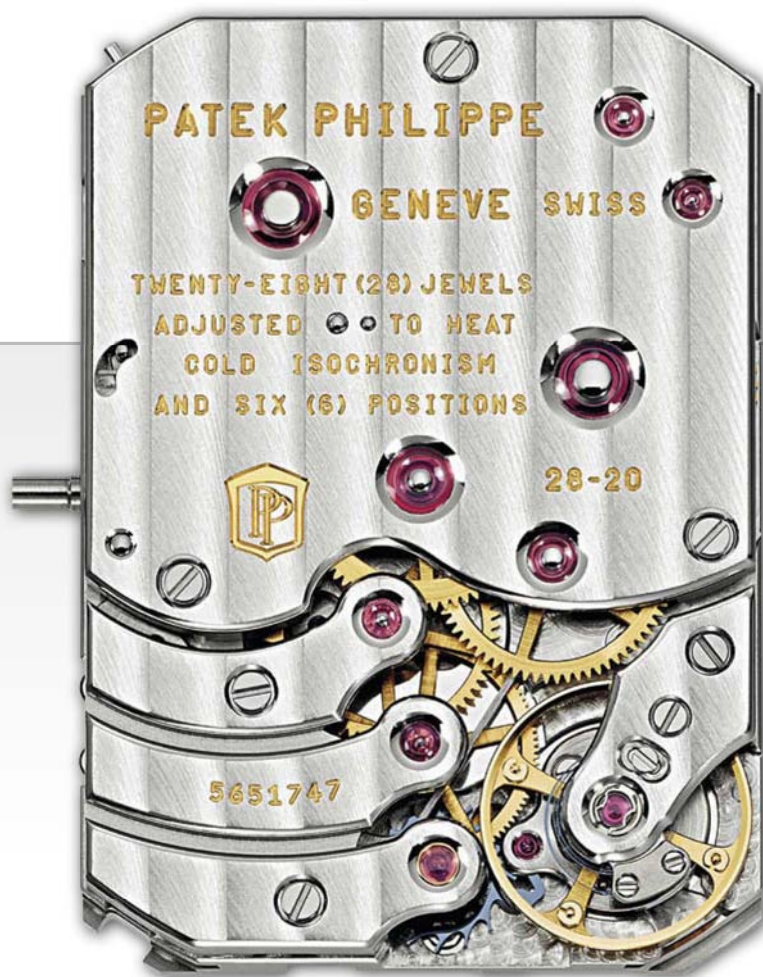
The RETURN of the GONDOLO





Patek Philippe's Art Deco-enthused square watches hark back to an earlier, jazzier age, while packing in the best of its in-house technology. This year's star piece may just be the strongest Gondolo yet.

We've become familiar recently with grand announcements of Grande Complications from Patek Philippe at Basel. The last two years were headlined by some of the most complex watches the great maison has ever released, with minute repeaters, rattrapante chronographs, perpetual calendars and combinations thereof taking starring roles. So the news that this year was to be comparatively quiet on the technological front, with the headline piece a "mere" day and date calendar watch with an 8-day power reserve – an impressive reserve, of course, but common enough among top-end firms – left me with a tinge of disappointment at first. Then, on the first day of BaselWorld, the show piece was presented to the public, the Ref. 5200 with an 8-day power reserve, a date dial with weekday window and a new version of the 28-20 movement line. At that point it was clear that rather than create something of stupendous complexity, Patek had managed a different kind of stupendous: it had simply created a classic. ▲



Ref. 5200



One doesn't make that statement lightly. After all, there is the added factor that this watch falls within Patek Philippe's Gondolo range of square, tonneau and rectangular watches, which arguably represents something of a niche taste despite Patek's rich history of "casa di forma" watches. Personally, while there are plenty of impressive Gondolo watches – the Ref. 5101 10-day tourbillons of recent years, for instance, the trapezoid Ref. 5489 from a few years ago – there are also some that are harder to charmed by. They can seem curious, fussy, overly esoteric pieces for such a judicious and pragmatic company as Patek.

Chronometro Gondolo

But then, there's a curious, distinctly esoteric story behind the Gondolo name that's worth rehearsing again. Back at the turn of the last century Patek Philippe had a particularly strong relationship with a high-flown Brazilian jeweller in Rio de Janeiro, Gondolo & Labouriau, to whom it had been supplying pocket watches since 1872. In 1902 Gondolo & Labouriau commissioned an exclusive pocket watch model with a golden gear train, which was known as the Chronometro Gondolo. It distributed these in a rather innovative manner, devised around a kind of investment scheme to enable people to afford the CHF 790

price. Participants paid 10 francs a week for a maximum of 79 weeks; as paying participants, they gained admittance to a club, the *Plano do Club Patek Philippe System*, which as a private society did not fall under Brazil's strict public gambling laws. That was important because each week a lottery was held, and one of the 180 club members would win a Chronometro Gondolo, at which point they would drop out of the 10-francs-a-week payment scheme. After 79 weeks, the remaining members would receive their watches, having paid full price.

It would be wonderful to imagine a retailer running such a scheme now – and downright strange to imagine it retaining any top-flight watch brand clients if it did so. Back in Rio de Janeiro in 1902, however, Gondolo & Labouriau became the world's largest retailer of Patek Philippe thanks to its inventive marketing scheme. And there were added perks for customers – the Plano societies were social clubs as well as lottery groups, with picnics, outings and events organised. Indeed, there's a terrific photograph of club members picnicking on the banks of a jungle river, their serious (and seriously moustachioed) faces offset by huge straw sombrero hats with "PATEK" written in big letters on the brim. According to the Brazil-based writer Vicky Shorr, by 1907 dozens of these clubs had sprung up in and around Rio. ▲



Ref. 5098



Ref. 5489

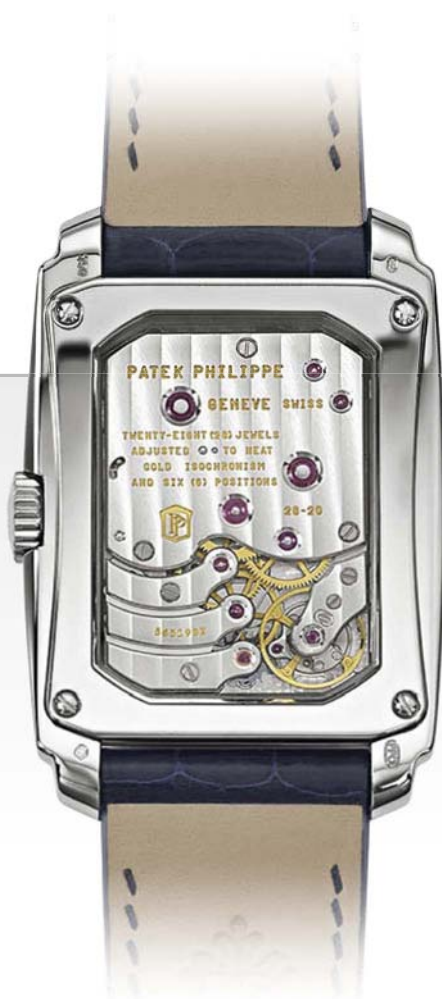


Ref. 5124



Ref. 5101





Age of Art Deco

By 1910 there were Chronometro Gondolo wrist watches too, and these tended away from round case shapes, instead featuring square, rectangular, tonneau and cushion-shaped models. Patek continued producing such pieces for Gondolo & Labouriau through the age of Art Deco and jazz, until 1930, though it continued offering ever more inventive case shapes alongside its round watches. In 1993 the Gondolo name was revived as the banner under which its non-round watches would appear, particularly those taking inspiration from those earlier, Art Deco-enthused wonders. One particular example was the watch with which Patek Philippe saw in the new Millennium in 2000, the Ref. 5100 Manta Ray, so-called because of its strange, pointed flank which resembled the fin of a manta ray. It took that case shape from an earlier Patek Manta Ray, a ladies' watch produced in the 1950s that itself harked back to the days of Deco. For my money the aesthetics of the 5100 were less appealing than the more delicate '50s piece, but it was the inside that really counted anyway: this was the first watch to achieve a 10-day power reserve. Now there are several models that run for longer, but 13 years on this remains one of Patek's most significant modern achievements.

Ref. 5200

The new Ref. 5200 is in many ways the updating of that piece, refined and augmented

in the process – refined in its aesthetics and augmented in its functionality and technology. How can it be an augmentation if it loses 2 days of power reserve? Well of course that date display uses up extra power of its own. At midnight both the date indicator and the day shown in the weekday aperture change within three milliseconds – that's faster than you can blink – according to Patek Philippe. To do that with two indications eight times (and bearing in mind the fact that Patek, like most watch companies, leaves extra 'fuel in the tank' in its power reserves to ensure higher reliability and accuracy) demands a fair old amount of power, which is delivered from two in-line barrels.

A further difference from the earlier piece is the incorporation of the silicon escapement technology Patek Philippe has developed in the intervening years. That means a silicon "Spiromax" balance spring and "Pulsomax" lever and escape wheel, which bring added rate accuracy and stability, and have the servicing advantage of not requiring lubrication. Incidentally, this being a hand-wound watch, that 8-day reserve will require 134 turns to fully power it from dead – a chore for some, a religious engagement with the mechanism for others. But it's none of that that makes this watch a potential classic – it's very much within the technical boundaries Patek has pushed to extremes elsewhere. Aesthetically the 5200 is an absolute humdinger. It takes its two-

stepped case shape from the 5124 time-only mentioned earlier, but in stretching that out to fit in the power and date registers (the latter also carrying the small seconds indicator), seems to find a more graceful shape.

The dial, meanwhile is sensational, with thick, highly polished baton hour markers that reach in at angles like swords – a bolder, jazzier design than we're used to in these watches – while the sub-registers demonstrate all of Patek's customary skill at displaying plenty of information in tiny spaces. There are two versions, one with a white dial with black hands and batons, the other a sunburst of Patek blue. It's the latter in particular that will have collectors fighting over themselves in years to come. The reverse is equally pleasing, with an ergonomic, curving exhibition case-back displaying the superb rectangular movement beneath.

This is a Gondolo that seems neither esoteric nor generic. It achieves the aesthetic balances of proportion, interest, clarity and character that make people love Patek Philippe before they even think about what's inside, and it's enthused with the kind of jazzy, Deco flavours that recall Patek's best adventures in non-round watches back in the past.

Now, if any retailers out there care to start a Gondolo & Labouriau-style payment scheme, count me in. May need a wee bit longer than 79 weeks though... ■



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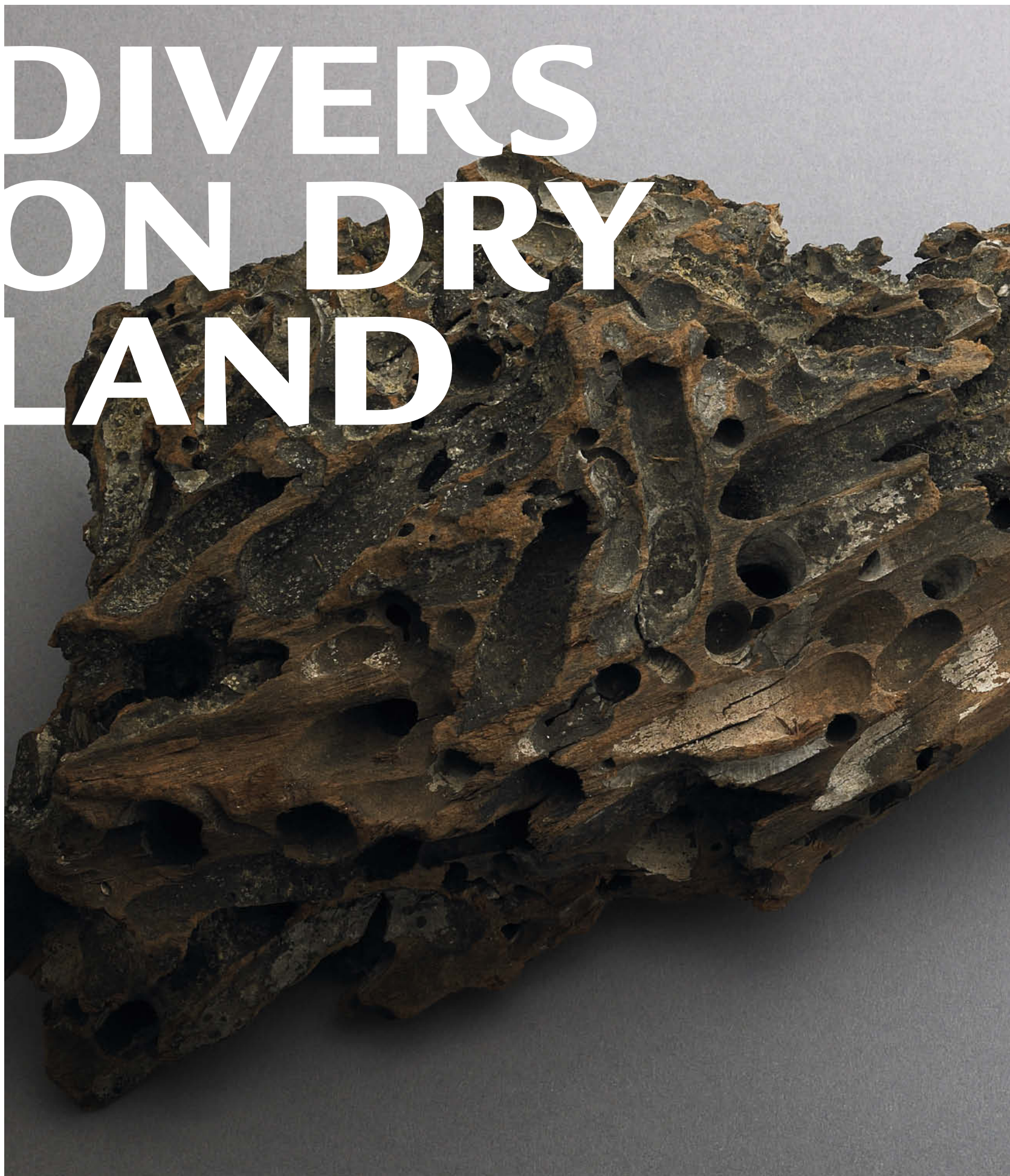
- Strong Cooperation between Organizers
- Eager Participation of Well-known Brands
- Many Buyers Rush to Luxury China
- World Media Focus on Luxury China
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DIVERS ON DRY LAND





Jaeger-LeCoultre Master Compressor Diving Alarm Navy Seals, water resistant to 300m
Audemars Piguet Royal Oak Offshore Diver, water resistant to 300m



IWC Aquatimer Chronograph Edition Jacques-Yves Cousteau, water resistant to 120m
Rolex Oyster Perpetual Submariner Date, water resistant to 300m



Breitling Superocean Chronograph II, water resistant to 500m
Tudor Heritage Black Bay, water resistant to 200m
Sjö Sandström Landsort D2, water resistant to 459m



TAG Heuer Formula 1 Ladies, water resistant to 200m
Longines HydroConquest, water resistant to 300m
Omega Seamaster Planet Ocean, water resistant to 600m



Panerai Luminor Marina 1950 3 Days Automatic Oro Rosso, water resistant to 50m

Need a watch to wear in an MRI scanner? Thanks to new technology that's set to enter all its co-axial watches, Biel's finest is finally seeing off the age-old problem of magnetic interference in movement reliability.

OMEGA'S antimagnetic attraction



Omega Seamaster Aqua Terra 15,000 gauss



Omega's press conference, that was held in January at the Cité du Temps in Geneva

“A watch that is totally magnetism resistant? People said no way, impossible, the watch will look like a cobblestone”

Here's an experiment you shouldn't try at home (or anywhere else): place a small magnet on the dial of a watch. You'll see the seconds hand jump forward, or slow down, or perhaps stop. Remove the magnet, and it should continue running normally; but repeat it a few times, or use a more powerful magnet, and “residual magnetism” will set in. That means that parts of the movement become fully magnetised, and you can forget about reliable timekeeping until you pay for a repairer to

de-magnetise the watch.

In January this experiment was carried out in Swatch Group's Geneva exhibition space, the Cité du Temps. Except that the watch on which the magnet was placed continued ticking away without any problems, even

when a much larger magnet was placed upon it. What looked like a common-or-garden Omega Seamaster Aqua Terra (albeit with a yellow and black-striped seconds hand) was in fact the prototype for what Omega is intending to be its next major technical leap forward, following on from developments like the co-axial escapement and silicon hairspring. Rather than using the inner soft-iron shell (sometimes erroneously described as a Faraday cage) that's found in other anti-magnetic timepieces like the Rolex Milgauss and IWC Ingenieur, Omega's anti-magnetic watch instead employs non-ferrous materials throughout what is ostensibly a normal Omega co-axial movement. This gives it one supreme advantage besides the massive level of anti-

magnetism achieved: it can have an exhibition case-back, a pre-requisite option for many modern luxury watch buyers that is impossible if you have an inner shell.

1.5 tesla

At the Geneva press call in January (which appeared to have been hastily assembled after patents registered by Omega the previous week had got a few tongues wagging), Omega was keeping tight-lipped about exactly what kind of materials were being used and how. What was clear, however, was that this was a major collaborative effort, drawing down all the assembled expertise from various parts of Swatch Group, with hairspring producer Nivarox-FAR, group R&D unit Asulab and the movement specialists at ETA all getting involved alongside Omega's own in-house engineers.

“After BaselWorld 2011, [Swatch Group CEO] Nick Hayek Jr challenged us to develop a new complication for Omega,” says the brand's head of product development, Jean-Claude Monachon. “We thought the best would be a watch that is totally magnetism resistant. Mr Hayek gave me the green light to create a watch resistant to a magnetic field far beyond the existing standards.”

Monachon says a project specification was given with the following objectives: use the internal resources of Swatch Group; take full advantage of the co-axial escapement; build up a movement technology that could be industrialised at relatively low cost, and aim for magnetic resistance of over 15,000 gauss (or 1.5 tesla) – meaning about 1,200,000 amperes per metre. To put that in context, the modern international standard for a watch to be classified as “anti-magnetic” requires resistance to just 4,800 amperes per metre (about 60 gauss).

“People said no way, impossible, the watch will look like a cobblestone. But because we



310 microgauss	Earth's magnetic field at 0 degrees latitude
5 gauss	Exposure limit for cardiac pacemakers
50 gauss	The strength of a typical refrigerator magnet
60 gauss	Minimal resistance of anti-magnetic watches according to ISO 764:2002
100 gauss	Small iron magnet
1,500 gauss	A sunspot
1-2.4 tesla	Coil gap of a typical loudspeaker magnet
1.5 tesla	Minimal resistance of the anti-magnetic Omega Seamaster Aqua Terra 15,000 gauss
1.5-3 tesla	Strength of medical magnetic resonance imaging systems in practice
16 tesla	Enough to levitate a frog
108 tesla	Neutron star

were able to call on some of the best minds at Asulab, ETA and Nivarox we found a solution that was once considered impossible.”

The big leap forward

Plenty have tried. The forerunner to Omega's piece is arguably one produced by IWC in 1989, the Ingenieur 500,000 A/m, which also used non-ferrous materials within the movement to resist magnetic fields, as its name suggests, of up to 500,000 A/m. But the IWC was something of a heroic failure. While it resisted magnetic fields as intended, the alloys used left it susceptible to temperature fluctuations in particular – what it gained in reliability in one way, it lost in accuracy in another. Only around 3,000 models (now very collectible of course) were made.

It was a problem watchmakers had already been grappling with for well over a century. From the mid-19th century watch companies and makers of marine chronometers had investigated alloys that could be used to negate magnetic interference. Such alloys centred around the escapement assembly and balance, the parts most susceptible to magnetic interference. When magnetised, the coils of the hairspring might stick together (the most common problem), or the escapement pallets start resisting each other or sticking, for instance. Early efforts to combat this threw up the Non-Magnetic Watch Company in the United States in the 1880s, while by 1930 Tissot's Antimagnetique was bringing the idea to the wrist watch market, using palladium-based alloys in the escapement.

Nevertheless, the big leap forward for anti-magnetism was IWC's introduction of the soft-iron inner shell in its Mark 11 pilots' watches produced for the RAF from 1948. This was designed to protect the watch from the interference of magnetic fields caused by flight instruments, and the technology was introduced to the civilian market in the 1950s, in the form of IWC's Ingenieur, Rolex's Milgauss and Omega's Railmaster – all, as the Milgauss name suggests, resistant to around 1,000 gauss. Such has been the accepted method (and pretty much the accepted resistance) ever since.

Nivagauss

In rejecting the protective core method and returning to the materials, Omega has had one big advantage: it had already solved the problem of the hairspring coils sticking together, having introduced non-magnetic silicon hairsprings to its collection in recent years.

But to really take things further it had to get deeper into the nitty-gritty of the movement. The breakthrough came, according to Monachon, when efforts were focused on the tiniest parts of the mechanism: the pinions and staffs on which the balance and various wheels pivot. “We were working all the time on the horizontal elements,” he says. “Someone thought about having a vertical

element of the movement with non-ferrous alloy, and at that point the gauss resistance really jumped.”

The Swatch Group team has developed a new material, on which it has a patent pending under the trademark name Nivagauss, which it is using for components like the staffs of the balance wheel staff, co-axial wheel staff and drive pinion. For the co-axial wheel itself, impulse pinion and pallets it is using an alloy based on nickel phosphorous, while the balance shock absorber spring is made from Liquid Metal, the amorphous zirconium-based material it developed a few years ago to use in the numerals on its Planet Ocean diving watch bezel.



Beyond such hazy details, Omega is keeping its new tech strictly under wraps, though it's evident that the architecture of the movement had to be microscopically rethought in places. What's clear, though, is the impact this is intended to have for the brand as a whole, for this is no mere design for a one-off Seamaster Aqua Terra: by 2017 Omega intends to have introduced the anti-magnetic technology to its entire range of co-axial mechanical movements.

"It will not be introduced by watch line but rather by movement," says Omega President Stephen Urquhart. "The first one, the co-axial calibre 8508, is based on the calibre 8500, which was our first proprietary co-axial mechanical movement. Later we will integrate this technology into our other co-axial calibres."

Price/quality

Unfortunately there is a cost implication. While the ability to industrialise the manufacturing of the new parts, materials and movements at reasonable cost has been fundamental to the project, the new Seamaster Aqua Terra containing the anti-magnetic tech is 20% more expensive than a normal model. Whether that kind of hike will be representative of the general effect the technology has on prices for Omega's co-axial movements or not, it will nevertheless fuel the ire of those who remember a time before silicon hairsprings and co-axial escapements, when Seamasters and Speedmasters were half the price. Nevertheless, Urquhart maintains the opportunity to see off magnetism as a watch problem once and for all is absolutely worth the cost.

"Given the developments costs associated with technology this significant, you have to admit that the price difference is slight," he says.

"With the quality delivered by our co-axial calibres, customers have not been discouraged by the fact that they have to pay a bit more for the watches. I think this will also be the case with anti-magnetic watches." He goes on: "To have found a solution to a problem that has perplexed watchmakers for centuries is a result of our continuing to challenge ourselves." ■

1933 >

Tissot Antimagnetique

The first mass-market anti-magnetic wrist watch.



< 1948

IWC Schaffhausen Pilot's Watch Mark 11

Made for RAF pilots, introducing soft iron inner cage.



1955 >

IWC Ingenieur

Introduced the inner shielding tech to the civilian market.



< 1956

Rolex Milgauss

Rolex also used the inner shielding method. Marketed for scientists at the newly-opened CERN laboratory.



1989 >

IWC Ingenieur 500,000 A/m

Used non-ferrous materials to resist far higher magnetic forces than ever before.



< 2007

Rolex Milgauss revived

Rolex brought back the Milgauss, still with 1,000 gauss resistance.



2013 >

Omega Seamaster Aqua Terra 15,000

Omega rewrites the rule book with watch capable of withstanding 15,000 gauss.

CHOPARD's GOLDEN SECRET

Everyone knows how and where gold is mined. But turning pure gold into a watch case, that's a different story altogether. 00/24 WatchWorld followed the gold to discover this mystery. Chopard – one of the few brands that can produce golden cases in-house – gives us a glimpse into its very own “gold kitchen”.

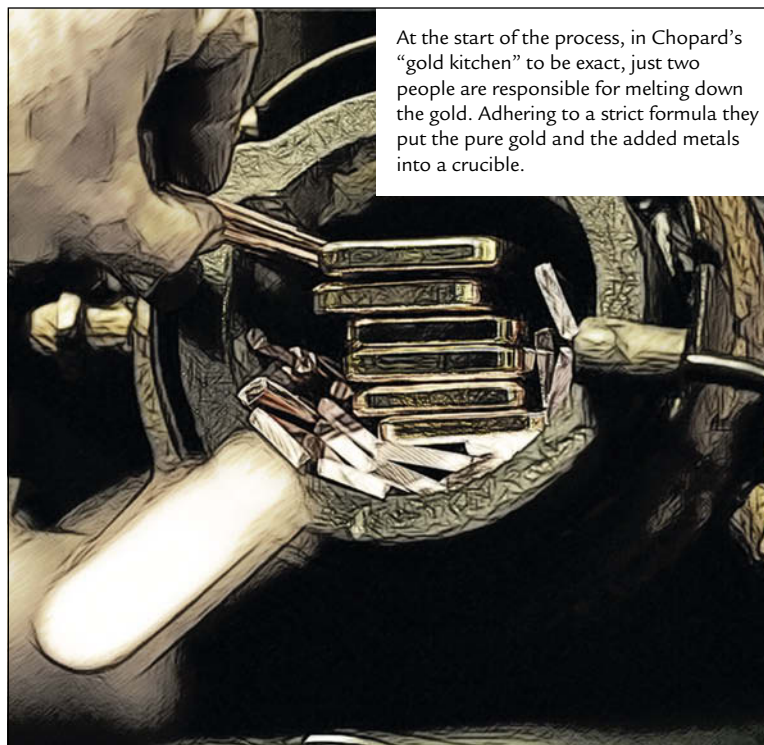
The principle of making a watch case is not complicated, but the difference is in the materials. Processing gold requires a different technique and investment from a watch brand than steel, for example. Steel cases are made with CNC machines; computer-controlled

multidisciplinary milling machines that turn a steel pipe into dozens of cases in a matter of minutes, in every desired shape and size. Gold, in contrast, cannot be used in its pure form (i.e. 24 carats) to make a case, because it is much too soft. It would mean that your watch would quickly lose its original shape with everyday use. For this reason gold has to be “reduced” to 18 carats first. The investment in the gold and in the capacity to melt it down to usable yellow, white or rose gold is the stumbling block, and this privilege is reserved for just a few brands, like Rolex, Patek Philippe and Chopard.

Family business Chopard realised this capacity in-house – in other words with its own financial resources and without taking over another company. This has given a unique tool that is used mainly for the production of around 5,000 gold L.U.C watches per year. The pure gold is delivered to Chopard's head office in Geneva on average once a month, where it goes through a long process from the gold kitchen to the Atelier L.U.C in Fleurier, where it is transformed from a gold ingot into a watch case.



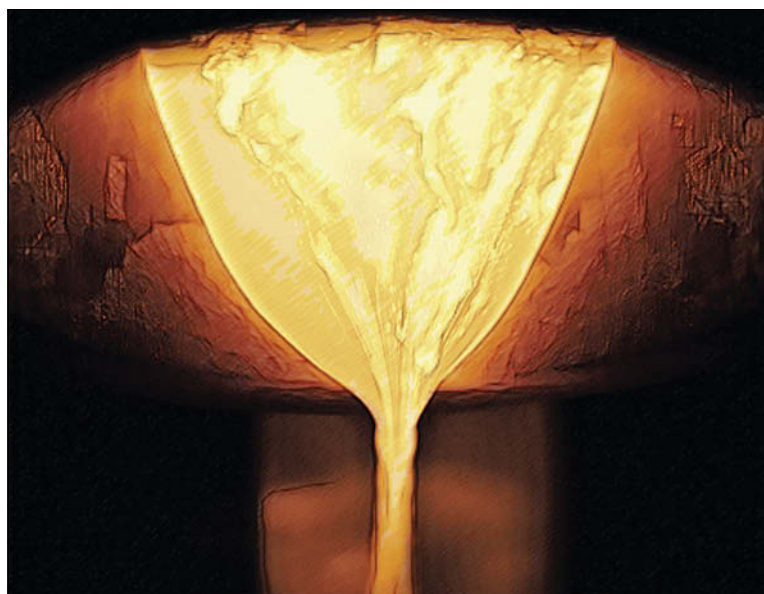
Chopard makes gold alloys by mixing 24 carat gold with metals like copper and silver to make rose gold, and with palladium for white gold. This creates five categories of 18 carat gold: one type of white gold, two types of yellow gold (2N and 3N) and two shades of rose gold (4N and 5N).



At the start of the process, in Chopard's "gold kitchen" to be exact, just two people are responsible for melting down the gold. Adhering to a strict formula they put the pure gold and the added metals into a crucible.



At this point the temperature in the crucible is 1000°C, so it takes less than 30 minutes to create a boiling, bubbling, red-hot liquid.



Next the liquid mass – at a temperature of around 900°C – is poured into a steel mould. This process changes one kilogram of gold together with copper and silver into a solid block of rose gold that weighs a good eight kilograms.



In the mould the rose gold quickly cools down to 300°C. To reduce the gold to a workable temperature the goldsmith puts it in a trough of water. Oxidation is removed with a wire brush.



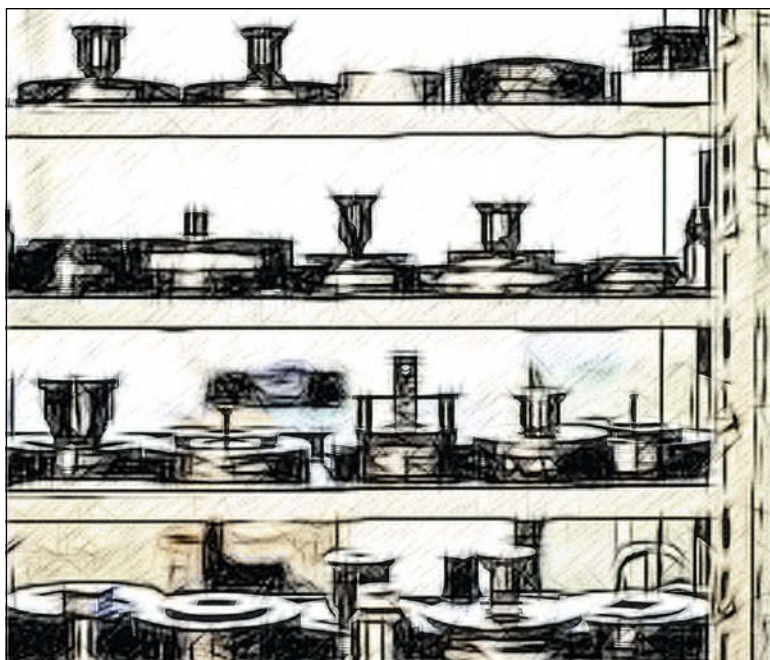
The gold is fed through rollers to turn it into thin, long rectangles that have the right thickness for cases, clasps and bracelets. This is also the time when a piece of gold is cut off, weighed, numbered and sent to the Swiss Precious Metals Control to have the alloy analysed. This takes 1 to 2 days; as soon as the sample has been CMP-certified the gold is ready.



The long rectangles are taken to the stamping department, where a press will stamp the shape of the case out of the gold.



Each rectangle is cut into manageable, square pieces that are put under the press. One of these rectangular pieces can produce 10 to 12 cases.

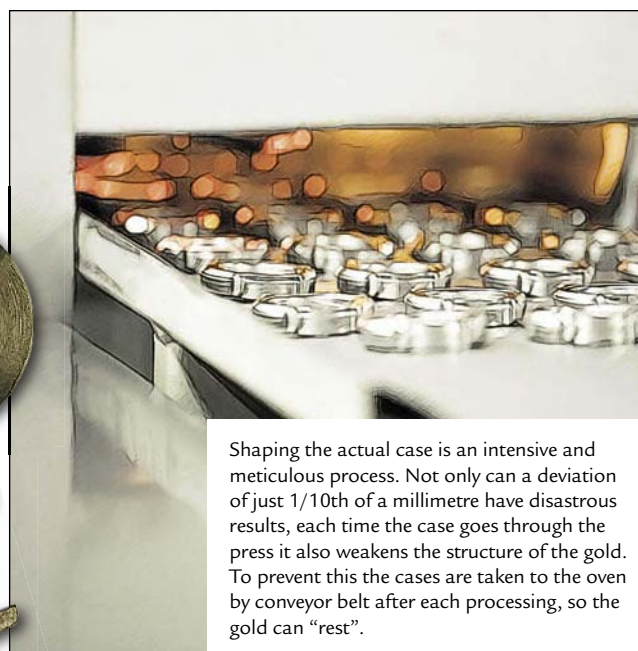


Special tools are needed for the press, which Chopard has developed itself to enable them to produce the different cases, case-backs and lugs. For smaller components such as screws and spindles Chopard uses CNC machines.



Thanks to the enormous pressure the press exerts on the gold the basic shape for the case is produced in no time. The gold that is left over after stamping the case, the residual material, is obviously melted back down for reuse.

The press not only stamps the basic shape of the case, but also all the “extra contours” the case needs so that the bezel, the sapphire crystal and the case-back, for example, can be fitted to it at a later stage. This means that the case goes through the press some 30-50 times to reach the end result, depending on the complexity of the case.



Shaping the actual case is an intensive and meticulous process. Not only can a deviation of just 1/10th of a millimetre have disastrous results, each time the case goes through the press it also weakens the structure of the gold. To prevent this the cases are taken to the oven by conveyor belt after each processing, so the gold can “rest”.



Once a case has been approved and meets all the (technical) requirements a CNC machine will drill all the holes needed for things like the lugs and the crown. Once again the residual material – even the gold dust – is returned to the gold kitchen to be reused.



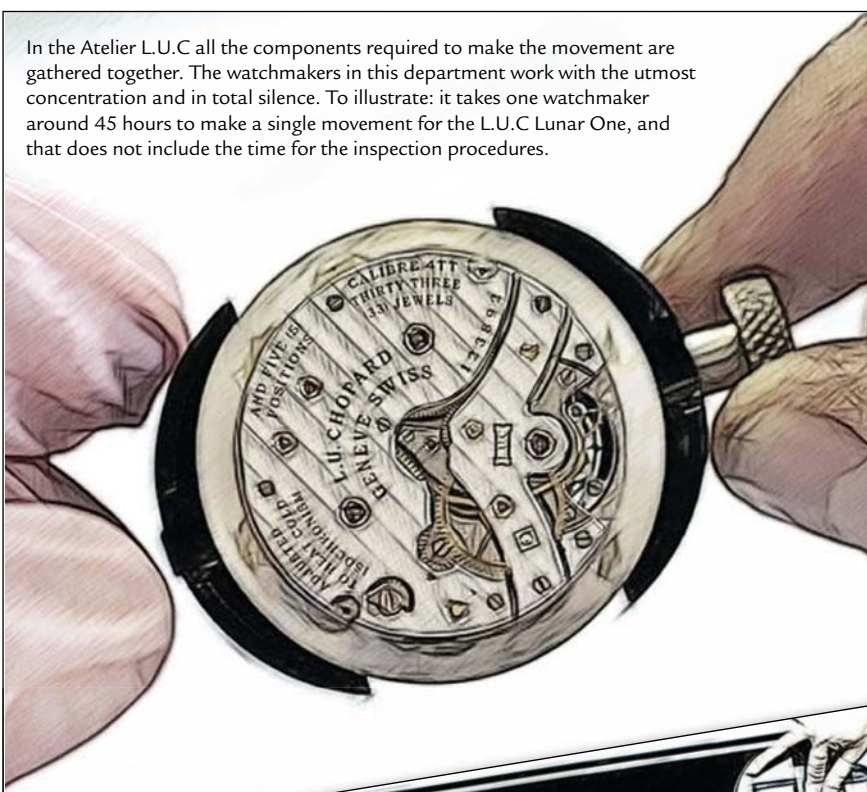
The case then continues its journey to the polishing department, where a bath of ceramic stones and soap, in other words the “tribo finishing”, ensures that the rounded edges, among other things, are smoothed off. There are different types of stones that all have a different effect on the material. The polisher will give the case of finishing touch by buffing it, sandblasting it or giving it a mirror-like polish.



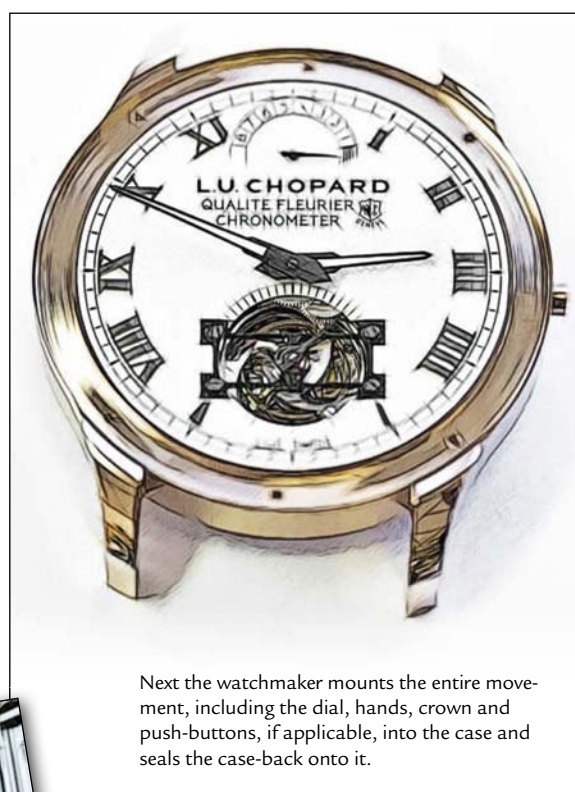
In this laboratory-like space, the electroplater, the cases are hung on a rack that is submerged several times into different baths to eliminate any traces of grease and provide the case with a coating of gold or rhodium, which will protect it against corrosion, among other things.



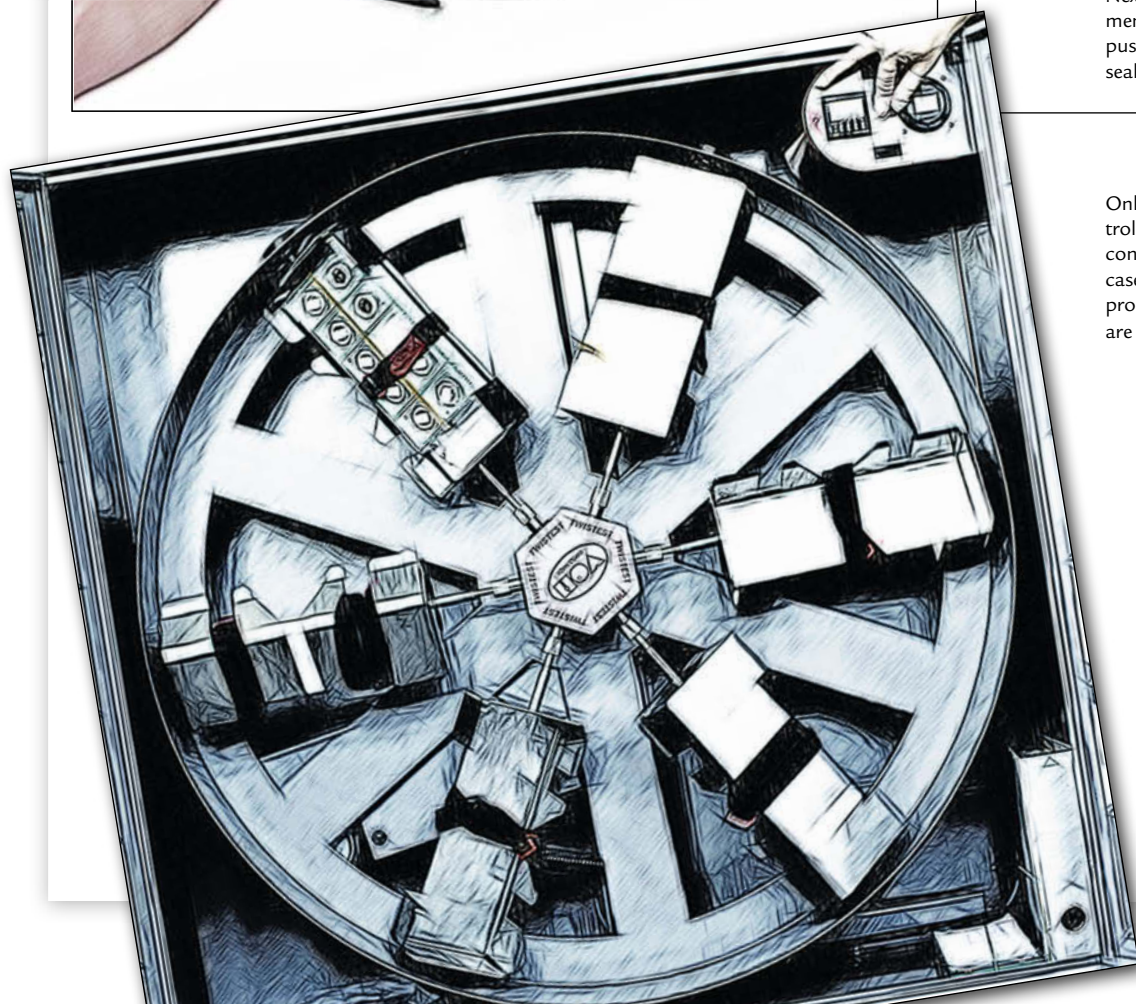
Finally all the components for the case are ready. It is now the turn of the watchmakers in the Atelier L.U.C., who start working on the movement.



In the Atelier L.U.C all the components required to make the movement are gathered together. The watchmakers in this department work with the utmost concentration and in total silence. To illustrate: it takes one watchmaker around 45 hours to make a single movement for the L.U.C Lunar One, and that does not include the time for the inspection procedures.



Next the watchmaker mounts the entire movement, including the dial, hands, crown and push-buttons, if applicable, into the case and seals the case-back onto it.



Only one important phase remains: quality control. Before a watch leaves the premises Chopard conducts a number of tests to ensure that the case is water resistant, the movement functions properly and all the functions and complications are working as they should. ■



JASMINE AUDEMARS CV

Born: 7 November 1941, Lausanne

Education: Studied economics and history of economics in Lausanne and Geneva.

Career: In 1968 began journalism career at the Journal de Genève newspaper, becoming deputy editor in 1970, and editor-in-chief from 1980-1992.

At AP: Joined Board of Directors in 1987, succeeding her father as head of the Board of Directors in 1992.



Jasmine Audemars is president of the board of directors of Audemars Piguet and great-granddaughter of the company's founder, Jules Louis Audemars. 00/24 WatchWorld caught up with her for a chat.

Audemars Piguet showed more women's watches in its 2013 collection than usual, as did many brands this year. It seems to be a market that is becoming more important.

"Things have changed a lot with the women's market. There are more and more women who are active in business, sport, art, every area, and they want watches that are serious, interesting mechanical watches. You still have jewellery watches, but mechanical movements with small complications are going to increase. The ladies' Royal Oak models are very popular."

Does the increase of women's watches depend on having more women in the industry?

"Yes, I think so. It's time that this industry was much more open to women – it's a very macho industry still. I think it's going to change – already you have a lot of women in areas like marketing and communications, but on the industrial or operational side it's a bit more difficult. First women must believe in themselves, they must see their potential within this industry, and that starts at school. And I have put pressure on the management, fairly, to hire women and to give more responsibility to women."

What is the sense of responsibility you carry?

"We say that really it's not we who own it, it belongs to the Vallée de Joux, to the tradition that comes from there. It's where our roots are. That's where my father, my grandfather and ancestors have their roots, as well as the Piguet family. It's a huge responsibility, because you can't imagine this area without all the brands that are up there, and we feel a huge responsibility towards that."

How was it growing up at the heart of the watch industry?

"For me it always felt quite normal. We were living in a big house with both my father and my grandfather, both working at the company at the time. So throughout my childhood, every

“I GREW UP WITH WATCHMAKING STORIES,”

evening I would listen to stories about watchmaking, about distribution issues, technical problems – I was contaminated with it from the beginning so for me it's the most normal world. Of course I did a lot else before I rejoined the board in 1987, so in many ways I've lived a double life."

Do you think people buy Audemars Piguet because it is family owned?

"I think that it does create a special link between us and our customers, because they see this is as a company that was created by our family years and years ago and it's still there, and the family is still there and still committed. It gives a special identity to the brand, and a kind of trust also."

You've appointed a new CEO, François Bennaïm, who ran the company's US operation. What can we expect under his tenure?

"François has been working for Audemars Piguet for the last 18 years, and in 1999 he was sent to the US to launch our subsidiary there, where he did a great job. He's very dynamic and he knows the business by heart, and he's a great communicator. In terms of direction, it's going

to be a continuation, but with more dynamism, more focus, and a slight change in the product mix between now and 2015. We are not going to change hugely, we have our DNA to protect, but there is room to be more dynamic and more creative, and we'll continue to open more boutiques too."

Will we ever see a London boutique?

"One day I really hope, but it's very difficult to find the right location, since we would want to be on Bond Street and there's very little space there."

Will there still be room for luxury watches in the digital age?

"Sure, more and more you have iPods and iPads and smartphones, but a watch is alive. There's nothing more beautiful than the movement of a watch, where you can see the heart beating – the heart of an iPad, I don't know where it is. And if you get interested you can learn how a watch works, what the watchmaker does, whereas with your iPad you won't bother, it's not interesting. And the more we have these digital things, the more attractive watches become in contrast." ■

Karel Hubert's different view of life



I, THE MOVEMENT

Many years of staring, entranced, at a working movement have not reduced the fascination with the back-and-forth motion of the balance wheel. This part of the movement is sometimes compared to the human heart, and that comparison is understandable as well as incorrect. Understandable, because it is the centre of the watch or body and because it expands and contracts – and if it breaks everything stops. Incorrect, because a movement should preferably run very consistently while our heart adjusts its rate to our requirements. What's more, a balance moves back and forth and it's to be hoped your heart doesn't.

There is in fact a better comparison, because movements have a frequency and quite a few people do, too. The frequency of a movement is usually expressed in half oscillations (vibrations) per hour. Common frequencies (vph) are 36,000, 28,800, 21,600 and 18,000. At a vph of 36,000 the movement ticks ten times per second. This can also be expressed in the standard Hertz unit (one tick per second), so a frequency of 36,000 equals 10 Hertz. The better comparison I was referring to is the comparison to the so-called tremor. In the case of certain illnesses and conditions people exhibit what James Parkinson, in 1817, described as 'involuntary tremulous motion in parts not in action'. This happens a lot in people with Parkinson's disease, but also

in the case of certain illnesses of the digestive tract, heavy metal poisoning, when coming off a drug addiction and in some cases simply as a result of old age.

The fascinating thing about the tremors is that they too have their own 'frequency'. In the so-called physiological tremor the frequency is 6 to 12 Hertz (a vph between 21,000 and 43,200, the latter being rare in watches). The tremor in someone with Holmes disease has a frequency of 4.5 Hz (vph of 16,200). In Parkinson's disease the so-called resting tremors have a frequency between 3.8 and 5.2 Hz; this results in a vph that you could encounter in the beautiful Minerva (now Montblanc) movements. So in some ways people with this type of illness or condition (including me) are their own type of movement. It would be helpful if the tremor frequency was consistent; to a certain extent it is, but not enough to use a shaking arm as the foundation for an accurate movement. Furthermore, the tremors tend to cease when the person is sleeping, so the biological movement (not the same as the biological clock) would stop. Incidentally, Parkinson's disease does make sure that an automatic movement is always fully wound, provided it is worn on the wrist of the shaking arm. The only other people with such an effective winding system are probably cocktail-shaking bartenders. ■

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Timegeek Kristian Haagen

THE CLUB OF CONTRA BIDDERS

Every month I receive a newsletter from a banker friend who follows the Italian investment fund, Passion Investment. Passion Investment invests in watches and of course it is not surprising to know that the investment fund owns watches from Patek Philippe and Rolex. But Passion Investment also collects watches from Omega and Longines, which are two upcoming brands at the auctions of fine vintage timepieces.

Surely both Omega and Longines deserve a spot on the collectors radar as their production history offers several drool-on-my-shirt timepieces. We all know the legendary Omega Speedmaster, but do not forget the oversized early chronographs of the 1950s and triple calendar models with moon phase from the 1950s. And the vintage versions of Longines' Hour Angle are increasing in price, however their early chronographs and pilots' watches made in the 1970s are also receiving solid bids, when (rarely) offered at auctions around the world.* And Passion Investment knows this. And buys these timepieces for the portfolio that has seen an impressive increase of 24.53% since the inception in 2007.

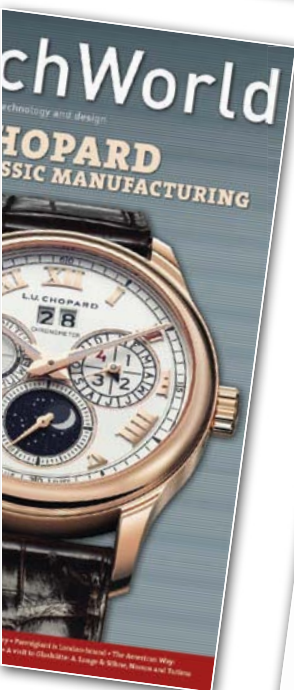
This is all good, but of course only if you are selling pieces from your private collection or are already a client of Passion Investment. But it is not such a cool thing if you are a private collector and you know that not only museums

and watch companies are bidding, but now also investment funds. Passion Investment has assets under management of £19,651,000, which means they are hard ballers when raising their palette from the front rows of Christie's, Bonhams and Sotheby's. Does this mean we, the private collectors, should join Passion Investment since we can't beat them? Nope! Instead I suggest you and your collector friends should start your own club of contra bidders. Let's face it, we enjoy our collectable timepieces the most when sitting around a table, showing off what our boxes contain. So why not let the hat go around the table and throw in some of the large bills. That way you may just have enough cash to bid on the next Rolex Daytona Newman, complete with box and papers or that wonderful £18k Omega Triple Calendar, once the hat has been around the table twice.

Oh, and if you read my column in the last issue I can tell you that 800,000 viewers switched on their TV sets, when the documentary on the auction house I work for, Bruun Rasmussen Auctioneers, aired. That is a rather impressive number, considering Denmark has a population of 5.2 million people. ■

**More than 30 auctions offering timepieces were held around the world in 2012 according to Financial Times.*





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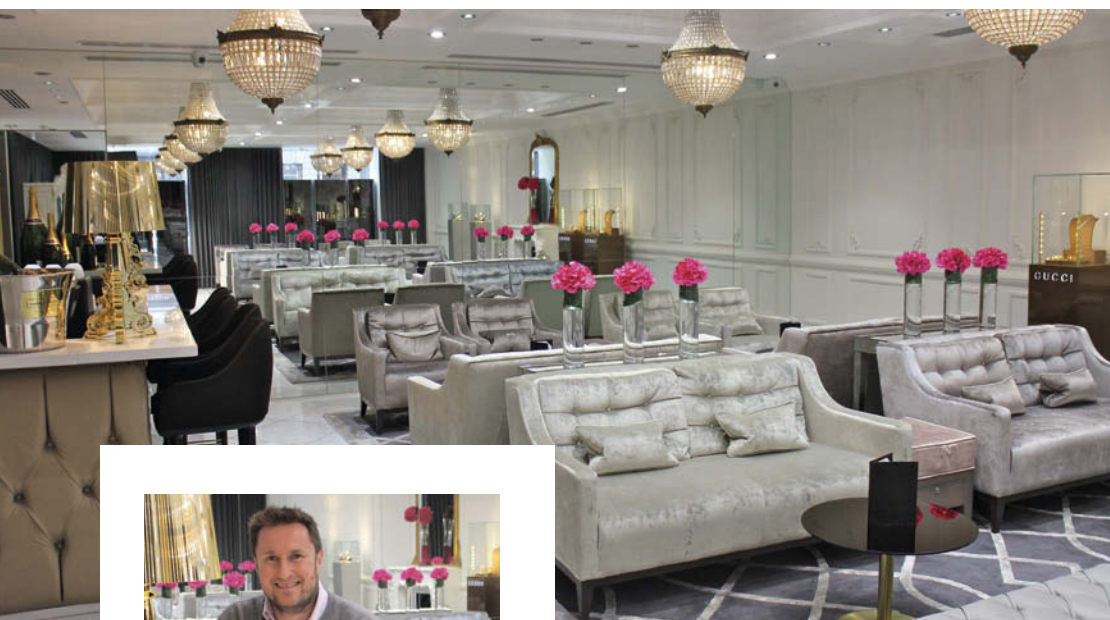


The watch buyer's guide to Britain

ROX

Glasgow, Edinburgh

Since opening in Glasgow's historic Argyll Arcade over a decade ago, Rox has brought glamour, opulence and – dare we say it – bling to Scotland's jewellery scene. With a remarkable new boutique in Edinburgh, it's an increasing force in watches too, as founder Kyron Keogh, 42, told us.



How did Rox start?

"My co-founder Grant Mitchell and I were childhood friends. I'm the watch expert, he's the gem specialist. He started selling diamonds in Glasgow while I was still working as a chartered surveyor in London, eyeing up watches on Bond Street. In 2001 we decided to go into business together and launched Rox in Glasgow in 2002, originally just selling diamonds and gems. But I knew we'd want to get into watches too, and we built our portfolio over time. Opening our Edinburgh shop last year has enabled us to bring in brands like Girard-Perregaux, Hublot and Bell & Ross."

THE DETAILS

Rox

42-45 Argyll Arcade, Glasgow G2 8BG
Assembly Rooms, 54 George St,
Edinburgh EH2 2LR
www.rox.co.uk

BRANDS

Girard-Perregaux · Hublot · Bremont ·
Montblanc · Bell & Ross · Frédérique
Constant · Raymond Weil · Oris

As boutiques go, Rox is particularly lavish. Describe the aesthetic.

"We're having fun with it. The marble floor, ball-room chandeliers, rococo-style cabinets, huge mirrors – we haven't been here 200 years and we're not pretending we have been, but we can still thrill you. In the new Edinburgh boutique we have a large Laurent Perrier champagne bar, it's that idea of merging hospitality and retail. It's a bit of an oasis – we want people to browse or relax without having a sales person jump on them."

What's the philosophy behind the brands you carry?

"We like brands that have a different approach, that have a vision and are innovative about how they present themselves. Girard-Perregaux is a real statement for us in that respect. It's a company with real heritage at the pinnacle of haute horlogerie, but it has a contemporary vision too. For us to sell anything it has to engage us personally, there has to be that excitement." ■

KEY WATCHES



Montblanc

Nicolas Rieussec Chronograph Automatic
"I love the fact that they took this mechanism in a box, and turned it into a really beautiful and unusual watch that looks superb on the wrist." Price: £6,800



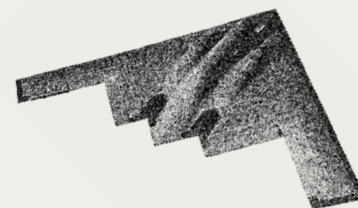
Girard-Perregaux

1966 Annual Calendar and Equation of Time
"Forget about the technical aspects for a moment, I just love the design and feel. All the 1966 watches are marvelous, but this one stands out particularly." Price: £24,000



Hublot

Big Bang All Carbon Chronograph
"I wear the classic Big Bang day to day, and I think it's simply a fantastic piece of design. The All Carbon is tough, lightweight, cool – a great sports watch." Price: £15,800



IN 2011, AN
ENGINEER
RECEIVED A LIFE
SENTENCE FOR
REVEALING TOO
MUCH ABOUT THE
B-2 BOMBER.

YOU'LL
UNDERSTAND
IF WE KEEP
THIS BRIEF.

We'd like to tell you everything about our collaboration with the B-2 Stealth Bomber squadron, but frankly, we'd prefer not to stand trial for treason.

So instead, here are the main points.

1. The B-2 Stealth Bomber is, as the name suggests, designed to avoid detection.

2. It's also incredibly accurate.

3. Flying at 40,000 feet, it can aim a bomb through a window.

4. The squadron wanted to commission a watch with similar levels of precision.

5. So they went to Switzerland?

6. No, Henley-on-Thames.

7. Yes, we know it's a bit of a surprise.

8. But we've designed watches for dozens of squadrons over the last ten years.

9. The watch we built for the B-2 squadron is 99.998% accurate.

10. (We have a certificate to prove it.)

11. The watch displays both local time and Universal Coordinated Time (the standard reference time used by the military).

12. That's handy if you're flying across multiple time zones on forty-hour sorties, like B-2 pilots do.

13. The watch has been tested at altitudes of up to 100,000 feet.

14. And it's water resistant to 100 metres.

15. (Well, sometimes missions can go wrong.)

16. The case is made from steel that's seven times harder than in ordinary watches.

17. Until recently, the only way to get a B-2 pilot's watch was to become a B-2 pilot.

18. But now we've built a civilian version: the Bremont ALT1-B2.

19. We'd like to say more, but we may already have said too much.

20. To be on the safe side, please eat this page.



BREMONT
CHRONOMETERS

Cartier



CALIBRE DE CARTIER

CHRONOGRAPH 1904-CH MC

THE 1904-CH MC, THE NEW AUTOMATIC WINDING CHRONOGRAPH MOVEMENT, WAS CONCEIVED, DEVELOPED AND ASSEMBLED BY THE CARTIER MANUFACTURE IN THE GREATEST WATCHMAKING TRADITION. THIS MOVEMENT IS EQUIPPED WITH INGENUOUS SYSTEMS FOR UTMOST PRECISION: A COLUMN WHEEL TO COORDINATE ALL THE CHRONOGRAPH FUNCTIONS, A VERTICAL CLUTCH DESIGNED TO IMPROVE THE ACCURACY OF STARTING AND STOPPING THE TIMING FUNCTION, A LINEAR RESET FUNCTION, AND A DOUBLE BARREL TO ENSURE UNRIVALLED TIMEKEEPING.

18K PINK GOLD 42 MM CASE, MECHANICAL MANUFACTURE CHRONOGRAPH MOVEMENT, SELF-WINDING, CALIBRE 1904-CH MC (35 JEWELS, 28,800 VIBRATIONS PER HOUR, APPROXIMATELY 48 HOUR POWER RESERVE), CALENDAR APERTURE AT 6 O'CLOCK, 18K PINK GOLD OCTAGONAL CROWN, SILVER OPALINE SNAILED DIAL, SILVER FINISHED CHAMFERS. ALLIGATOR STRAP.